quick start copywriting system

Marketing

Universidade Brasil

881 pag.

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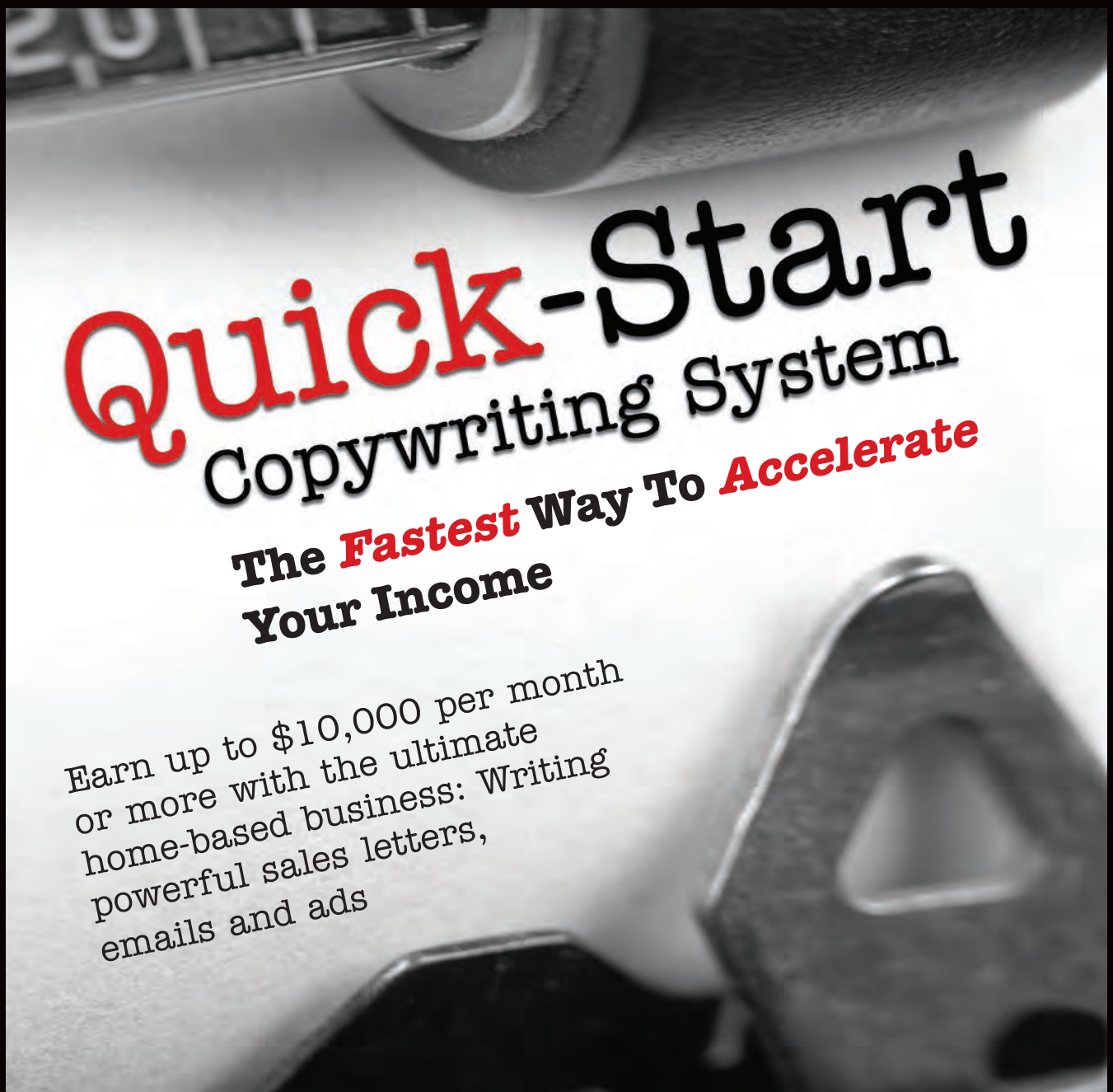

Quick-Start Copywriting System

The Fastest Way To Accelerate Your Income

Earn up to $10,000 per month or more with the ultimate home-based business: Writing powerful sales letters, emails and ads

Volume 1

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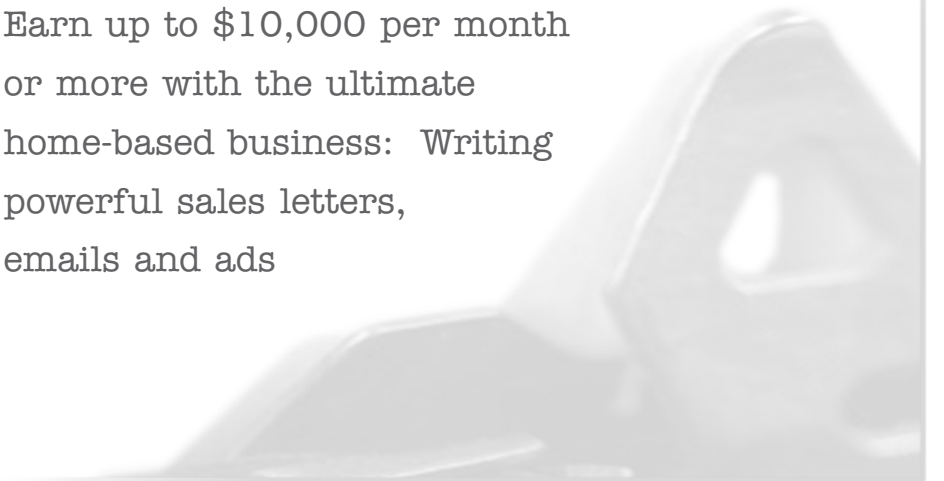

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Volume 1

1 **Direct Response 101**

You can learn copywriting secrets until you're blue in the face, but unless you first master the fundamentals of Direct Response Advertising – you'll never be a big player in this business. Here's the marketing "quick start" you need to grow your skill and income beyond your wildest dreams.

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2 **Research: How to Lay the Foundation for Success**

Before you can pen a single word of copy, you must thoroughly ground yourself in your product, prospect and market. This is what we call the "Research Phase" and your success – whether you flop or write a breakthrough multi-million-dollar control – depends largely on how well you apply this powerful 3-step process.

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3 **Make 'Em an Offer They Can't Refuse**

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Before top writers go deep into the selling process, they look at the promotion from a "big picture" perspective and plan out what they're going to say. This "do or die" process determines the structure and message underlying everything presented in your copy – including your headline.

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9 The #1 Way to Seize Your Prospect's Attention

The skill of writing killer headlines is NOT something that comes naturally to most writers! Often, it's a struggle for even the most advanced pros. But not anymore! Not when you work through these six powerful headline maxims.

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10 How to Put the Power of Emotion Into Your Headlines

One of the skills that's made Clayton more money than just about anything else is the ability to put emotion into his headlines. You see, in crowded or skeptical markets – one of the very best ways to stand out is to trigger your prospect's single most powerful emotion in your headline.

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11 Breakthrough Advertising: A Step-by-Step Cheat Sheet

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12 **24 Lead Starters that Get You Off to the Races!**

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13 **How to Be More Creative and Productive – While Writing the Best Copy of Your Life!**

If you want to write faster and more effectively … never experience writer's block … all while producing better copy than ever before – than you owe it to yourself to check this systematic (yet fun!) process that you can use every time you sit down at your desk.

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14 **Fleshing Out the Heart of Your Promotion**

Writing the "middle" of your promotion is often one of the most challenging tasks you face. Every paragraph you craft must be tight and persuasive … your sentences must flow together … and you must keep your prospect's eyes glued to the page. Discover dozens of secrets for keeping your prospect's attention riveted to your sales copy – all the way to the sale.

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Once you're in the process of writing and refining your body copy, you need to make sure that it's infused with as much speed and power as possible. These 11 "Momentum" secrets will ensure that your prospect reads to the very end and finishes by taking out his wallet.

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16 **How to Write Irresistible Bullets and Fascinations**

If you could pick 4 or 5 skills to absolutely master as a direct marketing pro, the ability to write world-class bullets and fascinations would definitely be one of them. There are a select group of writers who've used the secrets in this chapter to make hundreds of millions of dollars for their clients and millions for themselves in royalties.

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17 How to Seal the Deal

Gary Bencivenga once paid Clayton what he believed to be the highest compliment someone can give a copywriter: He called him a "Master Closer In Print." And now you too can use Clayton's 6-step process to become a master closer, bringing in many more orders than you ever dreamed possible.

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18 10 Ways to Boost the Selling Power of Your Guarantee

Arguably, your very strongest credibility element – what makes otherwise hesitant prospects feel safe and confident about buying with you – is your guarantee. Now discover 10 proven steps – unknown to most writers – for crafting A-level guarantee copy.

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19 Lift Notes, Sidebars and E-mails

As you round up your main promotion, you've got to consider how you might magnify it's power. One of the very best ways to do that is through the process of writing lift notes. And the best part is, even if you're not writing a direct mail package – these secrets can be used to write powerful e-mails … sidebars … website copy … and much more.

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20 Your License to Steal ... and Profit!

Did you know that one of the most amazing learning tools on the planet is probably sitting on your desk right now, collecting dust? That learning tool is your Swipe File! When you access this chapter's system for using it, it will make your entire writing process easier, more enjoyable – and often many times more profitable.

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21 Bonding with Your Prospect – When Making Friends Makes You Money

The extent to which you can create the feeling of friendship and rapport in your promotion plays a MASSIVE role in its success. That's what separates 7-figure salespeople from all others – and it's what will separate your copy from the competition once you use and apply these bonding secrets.

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22 **Information Marketing – How to Sell the World's Most Profitable Products**

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23 **You've Got a Coach for Life!**

In this brief section, you'll discover how to use *Quick-Start Copywriting System* to produce results for yourself and your clients – in the many years to come.

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Glossary:

If you've ever read through a marketing book or course and not know what something meant – that's understandable! But that should never happen again, once you go through this comprehensive list of terms used in our industry. Plus, every definition includes useful instructional information.

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Foreword

by Clayton Makepeace

Before you take the copywriting world by storm, there's something you should know …

Pursuing a copywriting career is NOT a get-rich-quick scheme. It can, however, be the single best idea you ever had.

So whatever you do, do NOT be discouraged. If you need encouragement, just look at how far you've come; all the stuff you know now that you didn't know a week, month or year ago.

Resolve to do whatever it takes in the short term to reap the long-term rewards. Stick with it. Redouble your efforts. Refuse to accept anything but success.

Take my word for it:

The first time a client wires six figures into your bank account to pay you for two weeks' work, you'll be glad you hung in there.

In that moment, all the hours you worked to perfect your craft … all the rejection you faced in finding your first few clients … and all the sacrifices you made to build your copywriting business … will all be worth it.

Yes, it's going to take some effort on your part.

If you think this is easy … if you sleepwalk through your work … if you fail to invest the mental and physical energy required to get the details right … if you resent honest, well-meant criticism … and if you're

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going to cut and run the first time the going gets tough, there's not much I or anyone else can do to help you.

But if, as my high school football coach loved to say, you're eager to pour 110 percent of your genius, your creativity and your energy into this …

If you're willing to take the time and expend the energy to do it right … and obsess about the minute details that must be right to bring in every last sale …

If you're willing to expend every ounce of mental and physical energy at your command … take your best shot … accept the consequences … take a hard, honest look at what you did right and what you did wrong … and learn your lessons …

… And if, when all else fails, you can muster the will to pick yourself up, dust yourself off and do it better next time …

… There's no stopping you. Whether you've made it yet or not, you're a winner in my book. And someday soon, you'll find yourself relishing the winner's rewards.

Just look at what you've accomplished already. You've completed one of the largest, most comprehensive copywriting courses on the market. And you've gained all the tools you need to succeed in a big way in this business.

… Now, it's time to go to work.

But what if nobody wants to hire you? Or worse: You create the best campaign you know how to create – and it flops?

Look. Let me tell you something that all the gurus out there probably won't.

It's not until you begin applying this stuff in the real world that you REALLY begin to learn!

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Unless and until you persevere through the rejection that's required prior to bagging your first real clients … and until you suffer the humiliation of getting your butt kicked – repeatedly and publicly – by real prospects when there's real money on the line … you're still just a student.

Students have to pay to learn. Once you begin doing, others PAY YOU to learn.

Sure – you're going to have to bang the phones for hours every day until you get a client – and those first few clients may not be worth a bucket of warm spit.

You're going to have to create five, ten, twenty or even more promotions before you get your first huge winner.

Courage – true courage – means being scared to death and then doing what needs to be done anyway.

You can do this. I know you can.

Yours for Bigger Winners, More Often,

Clayton Makepeace

P.S. What's standing between you and the success you crave?

What are you afraid of?

What's keeping you from sending your writing samples to a client who could make your career and then calling him or her to close the deal?

What's keeping you from partnering with a copywriter/marketer who could take your company to the moon?

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The best definition of the word "courage" I've ever heard is … "Being afraid and doing the right thing anyway."

So here's your assignment for today: Identify the one thing that stands between you and the success you dream about – the one thing that terrifies you the most.

And then – DO IT.

Clayton has spent more than 35 years creating direct mail, Internet and print promotions that have sold well over $1.5 billion-worth of nutritional supplements as well as books and newsletters on personal finance, investment and health.

Plus, as a direct marketing consultant, he's helped four major direct marketing firms at least quadruple sales and profits to well over $100 million per year each.

As a direct response copywriter, Clayton has created many red-hot direct mail controls that profitably mailed up to 90 million pieces each … Web-based customer acquisition campaigns that produce profits of up to 445% … and customer file campaigns that spin off as much as $1 million per week.

According to best-selling marketing author Robert W. Bly and American Writers & Artists Inc., Clayton is America's highest-paid marketing coach and copywriter, with royalty income of up to $3 million per year since 1997.

And as a mentor, Clayton has helped six young copywriters to six- and seven-figure incomes … and is committed to helping the next generation of direct response business owners, marketing pros, copywriters and designers accelerate their careers.

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Quick-Start Copywriting System

1

Direct Response 101

In this Chapter …

- Why – whether you're a copywriter, marketer or business owner – you're literally just hours away from writing the strongest ads of your life …

- How to master direct response fundamentals – so you have ALL the foundational tools you need to succeed and make money – no matter what the industry or advertising medium …

- The three most powerful ways to get MORE response, sales and profit from ANY piece of copy you ever write (overlooked by at least 9 out of 10 other industry professionals) …

- And so much more …

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Welcome to Quick-*Start Copywriting System*. You're about to take advantage of a process that's made fortunes for a select group of writers and marketers. By the end of this journey, you will have begun to master a system that literally puts you ahead of 99% of all other working professionals.

Now let's get down to the nitty gritty …

Direct Response Advertising is designed to elicit a *very specific response* in the reader–whether it's placing an order, calling an 800-number, downloading a report, or going to a car clearance sale. The ad always attempts to motivate prospects to take a specific action.

Direct Response Advertising is first and foremost *Scientific Advertising*. That means, in contrast to most of the ads you see on TV, in magazines, on the radio and more, that every direct response ad *is carefully tested and measured in terms of the results it produces*. And its success is determined strictly on the basis of these tests.

It doesn't matter how clever, how "creative" or funny an advertisement is – it must earn its weight in sales. Just as you would expect any salesman to do.

It's believed that the direct response advertising industry – which includes mail, print ads, television, radio, and the Internet – produces revenues in excess of $2.3 trillion. No matter who you are, you've been exposed to more direct response ads than you can possibly count:

» That little magazine-like thing that arrives in your mail, which seems innocuous enough, until you flip to the back and realize that there's an order form on the last page …

» The late night "TV show" you see promising you bullet-proof abs, offering you an 'amazing deal' and guaranteed results …

» Those long scrolling web pages with eye-popping headlines, urging you to click on the link to place your order …

» The often obnoxious 30-second radio spots, where the local car dealer passionately proclaims that "everything must go!"

You get the point. Direct response ads are everywhere. And everyday, more and more smart business owners are embracing the power of direct response to grow their business.

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Direct Response
The Little Guy's Secret Weapon

While many sizeable companies use direct response on some level (even giants like Microsoft use direct marketing via the Web, and in their business-to-business efforts), the beauty of it is how well it works for the little guy.

You see, most small businesses and start-ups simply do not have the time or the budget it takes to "build up their image" … endlessly running ads that don't make them money. If you've ever been involved in running a small business, you know that "Cash is King" and that every single dollar counts.

Which means that every ad is an investment that must yield the best return possible. The small-yet-aggressively-growing company needs as many new customers … as many orders … the maximum number of sales leads … it needs the maximum of whatever result it seeks … and it simply cannot afford to waste precious time and capital on advertisements that bring back no measurable gain.

The fact that small businesses – of which there are at least 25,000 in the U.S. and more popping up each day – must embrace direct response marketing and is a Godsend for people like us. It means that the opportunity to apply the ad-writing skills you're learning in this course are boundless; and so are the opportunities for success and personal fortune.

No Matter What Your Role,
You Can Use this Course

While this course has been written for the highly serious ad writer – with more nitty-gritty tips, strategies and tactics than any available product – it can be used by anyone responsible for creating direct response advertisements.

If you're a copywriter, you can use the highly detailed process revealed here to turbocharge your skills and write dramatically better copy. This is true whether you're a freelancer, or an in-house writer …

If you're a marketing exec, you can use this information to oversee writers – guaranteeing they deliver better copy, and enabling you to tell the difference. And because there's quite a bit of direct response fundamentals taught here, your ability to get your clients results via your consulting efforts can't help but soar …

And finally, if you're a business owner, this course is written in such a clear series of steps – with such meticulous attention to detail – that simply walking your existing ads and products through this process is bound to increase

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your sales and profits. You may not like writing you own ads, but should you be faced with the task, this information is sure to be a life-saver …

The bottom line is this: No matter what your experience level, and no matter what your role in the marketing process, everything you need to write world-class, order-pulling advertisements is right here.

Just follow the steps we've laid out for you … practice, practice, PRACTICE … and the responsiveness of your advertising is guaranteed to be transformed.

No Matter What the Medium, The Fundamentals Stay the Same

Throughout this course you will find hundreds of successful examples of the principals being taught. And most of them come from winning direct mail pieces.

Why is that? Especially when most writers are going to be using this course to produce copy for the Internet first and foremost, with only the occasional direct mail piece … TV ad … or radio spot being created.

Well, the explanation is simple: The fiercely competitive nature of direct mail, coupled with the immense cost of producing it, has forced major mailers to hire *strictly the very best copywriters.*

This means that, in general, the most powerful copy available for study is still what has been proven to work best in the mail. Sure, there are exceptions. Some amazing ads are being written online … for TV … in magazines … and more.

But we bring up this point so that you clearly understand that this course is based entirely on the best copy available – often some of the best copy ever written. And even though it's derived from direct mail, the fundamentals stay the same no matter what the medium.

Which means that everything you're about to learn can be used to create successful Internet landing pages … e-mail squeeze pages … video infomercials … radio ads … and much more. Clayton's done it … his copy protégés have done it … and so will you, if you just follow the steps.

When you understand what great copy requires … what it looks like … and what it takes to write it, the medium doesn't really matter. You can and will adapt.

The Architecture of an Advertisement

Before we explore the finer points of direct response, you must have a clear image of the different elements that make up an ad. So, let's take a look at **Figures 1-1** through **1-8**.

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Figure 1-1

1.
First, Wall Street's biggest BROKERS scalped you ...
Then, CORPORATE CEOs skinned you alive ...
Now, Washington is setting you up to be ...
SWINDLED AGAIN!
2.
Exposed in this URGENT Bulletin:
• Blatant bureaucratic LIES that could cost you EVERYTHING in 2003-2004 ...
• Urgent self-defense measures you MUST take NOW to protect what's left of your nest egg ...
3.
PLUS:
Hand picked investments that can make you FOUR TIMES RICHER in the greatest accounting scandal EVER!
4.
MARTIN D. WEISS, Ph.D., recently awarded a #1 RATING BY MARK HULBERT OF CBS MARKETWATCH and the ONLY analyst to:
→ Forecast the great TECH WRECK SIX MONTHS in advance ...
→ Warn that EARNINGS SCANDALS would smash stocks in 2001 – EIGHT MONTHS in advance ...
→ Caution that BROKERAGE SCANDALS would hammer stocks FOUR MONTHS in advance
Washington and Wall Street are now trying to set you up for the most callous fleecing of individual investors EVER.
Specifically, U.S. government bureaucrats have launched a campaign of disinformation designed to pull the wool over your eyes ... to convince you that the U.S. economy is strong and improving ... and to push you back into the
arms of the very brokers who ripped your portfolio to shreds in 2001 and 2002.
Key economic data issued by Washington is being carefully massaged to trick you into believing the economy is much, MUCH stronger than it really is.
Why? Because Washington knows that what I've been telling you is absolutely true: The U.S. economy is in far worse shape

1 This is the **'pre-head'** – it's used for a variety of purposes including … calling out the target prospect … revealing a credibility element … presenting a benefit … and more …

2 This is the **'headline'** – the part of the ad whose sole purpose is to grab the prospect's attention and interest him in reading …

3 The **'deck copy'** – which expands on the headline and attempts to further interest the reader, often with benefits …

4 This is the **'lead copy'** – which starts the ad off with interesting, high-impact writing and sets up the remainder of the ad …

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Figure 1-2

1.

And they won't cost you a dime. All four of them are yours FREE when you accept a free trial membership in ... INVESTOR SE...

My SAFE... nothing like a... you've ever se... before. It was rated th... MBER ONE service in America, with the BEST TRACK RECORD of the 160 services monitored by Mark Hulbert of *Hulbert Financial Digest* and *CBS MarketWatch* for the 12-month period to March 2003.

Why? Simple! My SAFE MONEY INVESTOR SERVICE gives you not only the best advice, but also a truly staggering array of tools that put YOU in control of your money: One-hundred percent objective, conflict-of-interest-free economic analysis, ratings and wealth-building advice carefully crafted to get you safely through this impending catastrophe with your wealth intact — and help you grow substantially richer as these troubling events unfold.

2.

Right off the bat, you get FOUR valuable gifts with your two-year membership:

Gift #1 – a $79 Value, FREE:

Rake In Profits Of Up To 307% In The Great Investor SWINDLE Of 2003–2004

At a time like this, UNCERTAINTY is ... obstacle. How could you possibly make prudent, profitable investment decisions without a clear understanding of the most devastating forces that will be driving the U. S. economy and stock markets in the months ahead?

3.

In *Rake In Profits Of Up To 307% in the Great Investor SWINDLE of 2003–2004*, I clear it all up for you.

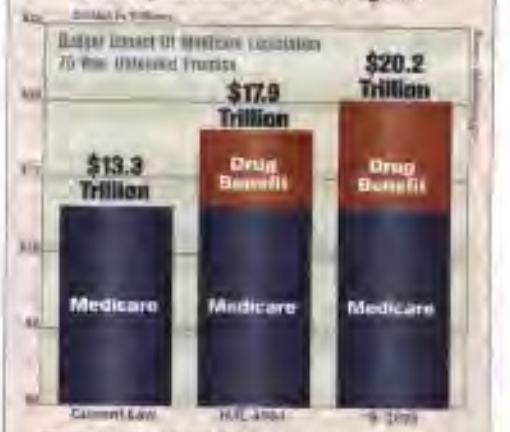
▼ I show you WHY politicians and bureaucrats are lying to you about weaknesses in the economy ...

▼ I reveal the TRUTH about the carefully hidden weaknesses that virtually guarantee earth-shaking economic catastrophes ahead ...

▼ I give you a crystal clear vision of the future — including six MORE economic time-bombs that now threaten massive destruction of wealth in 2003–2004 ... and most importantly ...

The Medicare Myth

Think Medicare will be there when you need it? Think again!



Even without adding provisions for prescription drug coverage, Medicare will need an additional $13.3 TRILLION just to meet its current obligations!

... And if EITHER the House or Senate versions of the prescription drug benefit is adopted into law, Medicare's deficit will skyrocket to between $17.9 and $20.2 TRILLION. That's far more than the nation's entire GDP!

▼ I show you how you can make sure YOUR money isn't frozen and your invested wealth is PRESERVED as these events unfold ...

▼ I give you solid evidence that 2004 will be the worst year yet for stocks ...

▼ I introduce you to investment vehicles that are specifically designed to insulate your serious money in times like these — and hand you 10 TIMES the returns you're getting in CDs and money market funds, and ...

▼ I give you a cornucopia of other investment vehicles that are spinning off truly ENORMOUS profits in rising and falling markets ...

1 This is called a **'sidebar'** – which makes the ad more readable and reinforces what the running copy is saying …

2 This is a **'subhead'** – it gives the prospect eye relief and keeps his attention high …

3 These are **'bullets'** – condensed statements of intrigue, benefit, or emotion – often used throughout the copy …

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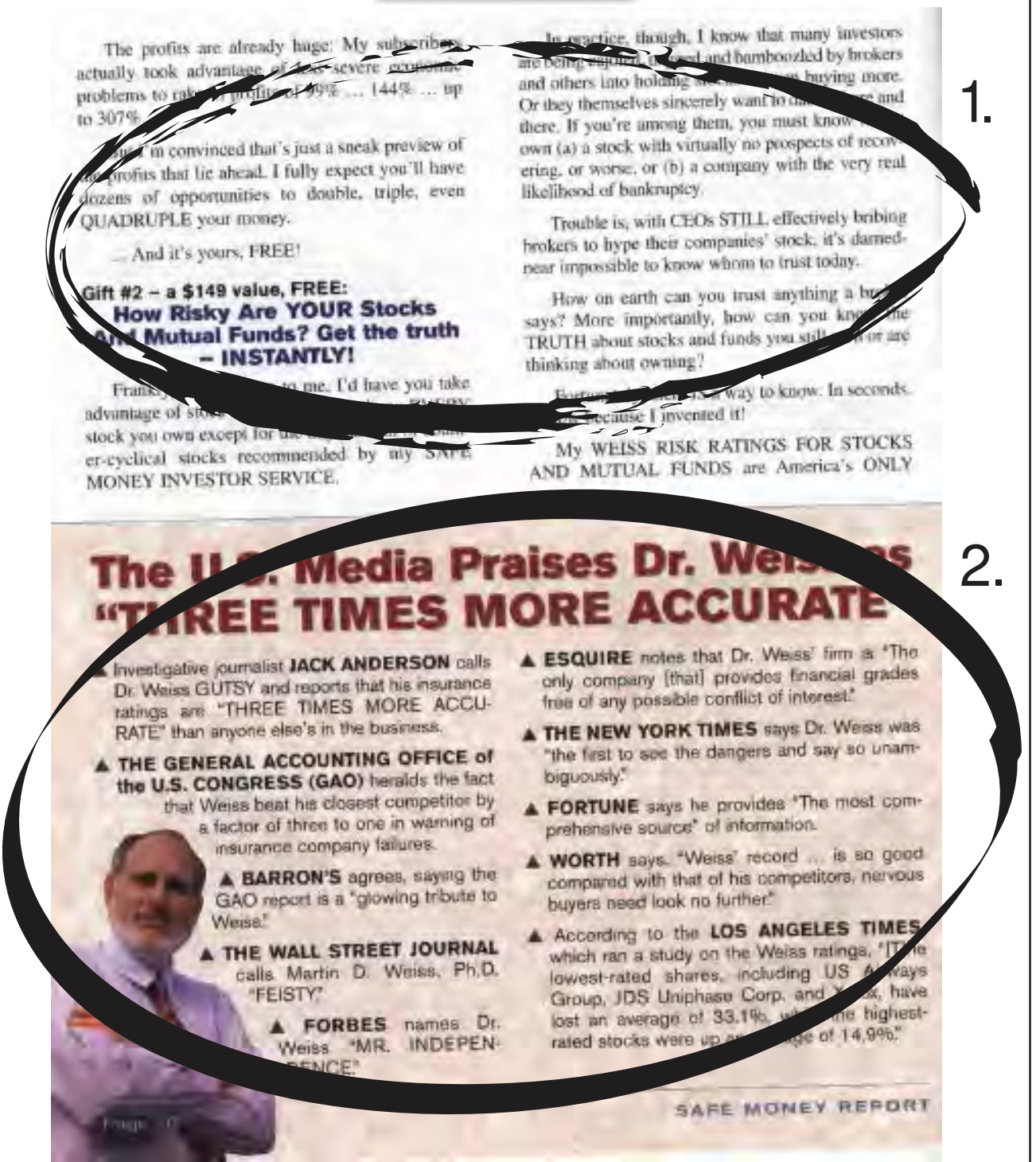
Figure 1-3



The profits are already huge: My subscribers actually took advantage of [illegible] severe economic problems to rake in profits of 99% ... 144% ... up to 307%.

But I'm convinced that's just a sneak preview of the profits that lie ahead. I fully expect you'll have dozens of opportunities to double, triple, even QUADRUPLE your money.

... And it's yours, FREE!

Gift #2 – a $149 value, FREE:
How Risky Are YOUR Stocks and Mutual Funds? Get the truth – INSTANTLY!

Frankly, I owe it to me. I'd have you take advantage of stock you own except for the [illegible] er-cyclical stocks recommended by my SAFE MONEY INVESTOR SERVICE.

In practice, though, I know that many investors are being misled and bamboozled by brokers and others into holding [illegible] buying more. Or they themselves sincerely want to do [illegible] and there. If you're among them, you must know [illegible] own (a) a stock with virtually no prospects of recovering, or worse, or (b) a company with the very real likelihood of bankruptcy.

Trouble is, with CEOs STILL effectively bribing brokers to hype their companies' stock, it's darned-near impossible to know whom to trust today.

How on earth can you trust anything a broker says? More importantly, how can you know the TRUTH about stocks and funds you still own or are thinking about owning?

[illegible] way to know. In seconds. Because I invented it!

My WEISS RISK RATINGS FOR STOCKS AND MUTUAL FUNDS are America's ONLY

1.

The U.S. Media Praises Dr. Weiss as "THREE TIMES MORE ACCURATE"

▲ Investigative journalist **JACK ANDERSON** calls Dr. Weiss GUTSY and reports that his insurance ratings are "THREE TIMES MORE ACCURATE" than anyone else's in the business.

▲ **THE GENERAL ACCOUNTING OFFICE of the U.S. CONGRESS (GAO)** heralds the fact that Weiss beat his closest competitor by a factor of three to one in warning of insurance company failures.

▲ **BARRON'S** agrees, saying the GAO report is a "glowing tribute to Weiss."

▲ **THE WALL STREET JOURNAL** calls Martin D. Weiss, Ph.D. "FEISTY."

▲ **FORBES** names Dr. Weiss "MR. INDEPEN[illegible]ENCE."

▲ **ESQUIRE** notes that Dr. Weiss' firm is "The only company [that] provides financial grades free of any possible conflict of interest."

▲ **THE NEW YORK TIMES** says Dr. Weiss was "the first to see the dangers and say so unambiguously."

▲ **FORTUNE** says he provides "The most comprehensive source" of information.

▲ **WORTH** says, "Weiss' record ... is so good compared with that of his competitors, nervous buyers need look no further."

▲ According to the **LOS ANGELES TIMES** which ran a study on the Weiss ratings, "[T]he lowest-rated shares, including US Airways Group, JDS Uniphase Corp. and Yahoo!, have lost an average of 33.1%, while the highest-rated stocks were up an average of 14.9%."

SAFE MONEY REPORT

2.

1 This entire middle section of the ad is often called the **'body copy'** …

2 Media mentions like this are just one example of **'proof and credibility elements'** …

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Figure 1-4

But as a new member of my SAFE MONEY INVESTOR SERVICE, you don't have to pay $15 for each rating. You get the latest, most up-to-date edition FREE ... complimentary copy of *THE WEISS RISK RATINGS FOR YOUR STOCKS AND MUTUAL FUNDS!*

Gift #3 – a $79 value, FREE:
Pile Up Profits Of Up To 500% And More – Even In A Bear Market!

Once the lion's share of your money is safe — and safely growing — you're in a position to turn a little molehill of cash into a mountain of money with the WEISS WINDFALL STRATEGY!

The fact is, the Weiss Windfall Strategy has been making my clients richer for years!

It all started on Thursday, October 15, 1987 — when I told my subscribers to go short the stock market. The very next day, the Dow fell 4.6%. And on the following Monday, the Dow crashed 22.6%, the greatest one-day stock market collapse of all time.

Then, Tuesday morning, at the very bottom of the crash, I told my subscribers to close out their short positions.

When the dust settled, CTCR — an independent analyst-rating service — said that investors following my advice would have made more money during the crash of 1987 than those following any other advisor they tracked.

Little wonder. Based on our timely advice, $9,000 invested in put options to sell IBM shares could have raked in a 544% profit in the crash ...

"You Saved My Financial Butt!"

"Based on your recommendations, my portfolios are finally going substantially up instead of down.

You saved my financial butt, and the financial legacy I hope to leave to my children someday."

— M. Obert, San Luis Obispo, CA

Discover ...

▲ WHY politicians and bureaucrats are lying to you about weaknesses in the economy ...

▲ The TRUTH about the carefully hidden time bombs that could cause earth-shaking economic catastrophe ahead ...

▲ A crystal clear vision of the future – including six MORE economic forces that now threaten destruction of wealth in 2003–2004 ... and most importantly, how you can make sure YOUR money isn't frozen and your invested wealth is PRESERVED as these events unfold ...

▲ Solid evidence that 2003 and 2004 will be the worst years yet for stocks ... why the Dow will fall to 5,000, the S&P 500 will crater to 525 and the Nasdaq will dive to 800 or lower ... and more ...

▲ Investment strategies that are specifically designed to insulate your serious money in times like these – and hand you 12 TIMES the returns you're getting in CDs and money market funds, and ...

▲ A cornucopia of other investment vehicles that spin off truly ENORMOUS profits in a bear market. So far in this bear market, my subscribers actually took advantage of less severe economic problems to rake in profits of 99% ... 144% ... up to 307%.

Plus, I'm convinced that's just a sneak preview of the profits that lie ahead. I expect you'll have many more opportunities to double, triple, even QUADRUPLE your investments.

... And it's yours, FREE!

Page 18

SAFE MONEY REPORT

1. This is what we refer to as a **'bonus'** or **'premium'** – something the prospect gets for free when he responds to the ad …

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Figure 1-5

1.

100% Risk-Free, Money-Back Trial Offer

THE SAFE MONEY INVESTOR SERVICE is guaranteed to save you — or MAKE you — an ABSOLUTE MINIMUM of $5,000 extra dollars in the next 12 months OR IT'S FREE!

Take a full year to decide for yourself. You must be absolutely delighted with the profits you earn — or just let me know and I'll rush you a full refund of every penny you paid. PLUS even after the first year, you can cancel at ANY TIME WHATSOEVER for a FULL REFUND on the unused portion of your membership.

And of course, everything you've received in the meantime is yours to keep — completely without cost or obligation — in the unlikely event that you decide that my service isn't for you.

"I didn't lose a penny in the bear market!"

"Thanks to Marty and his advice, I didn't lose one red cent in the entire bear market."

— C. W. Harris, Jr., Long Branch, NJ

You're probably wondering, "How could YOU correctly predict the beginning of the bear market – and the subsequent collapses since then – when virtually every analyst on Wall Street missed them by a mile?"

Good question. The fact is, I have a secret weapon.

To create each new edition of our WEISS RISK RATINGS, we have to carefully dissect the revenues and earnings ... cash and debt ... stock valuations and many other fundamentals of virtually every company traded on the stock market.

It also gives us a crystal clear snapshot of the overall health of every major sector as well as the stock market as a whole.

If a sector – or the entire market – is suffering from falling revenues and earnings ... low cash and high debt ... excessive valuations and other negative fundamentals, it's a clear sign that you should take your money and RUN.

We call this "snapshot" THE WEISS EARLY WARNING SYSTEM – your best defense against falling stock prices. And when this market finally hits bottom, this indispensable tool will be your best "early warning" that a new BULL market is about to begin.

Discover how THE WEISS EARLY WARNING SYSTEM can shield you from stock market losses – send for your FREE copy today!

Page 26 SAFE MONEY REPORT

1 This is the **'guarantee'** – designed to relieve any feelings of risk the prospect might experience …

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Figure 1-6

My Amazing Mr. Conservative Portfolio:

NEVER a losing year in 30 years and 12.6% growth in 2002!

In 2002, CDs and money market funds yielded less than 1% – but my Mr. Conservative portfolio produced a safe and steady 12.6% GAIN!

And get this – in the 30 years I've been publishing my Mr. Conservative portfolio, WE HAVE NEVER HAD A LOSING YEAR!

Of course, your broker will NEVER tell you about most of these investments in this remarkable portfolio. He won't get a penny in commissions when you buy them!

Nevertheless, these are the greatest investments in the world for safety-conscious investors – and I'll introduce you to them in *SAFE MONEY REPORT!*

My World-Beating Gold Stock Portfolio:

CLOSED profits of up to 172%!

How long has it been since you turned a $25,000 grubstake into a $43,000 cash windfall?

We're doing it right now – in my Gold Stock portfolio!

1.

I Urge You – Let My SAFE MONEY INVESTOR SERVICE Help You TAKE CONTROL Of Your Financial Future – NOW!

This is a watershed moment in your life. Three paths lie before you:

1. You can bury your head in the sand … continue ignoring my warnings and my offers of help and get fleeced — AGAIN — in 2003 …

2. You can keep your money on the sidelines and grumble about the puny 1% returns CDs and money market funds give you …

3. Or you can TAKE CONTROL of your investments — and get the guidance and advice that keeps your money safe and introduce you to the investments that are already soaring 99% … 144% … up to 307% during this bear market.

Frankly, only one of these choices makes any sense at all. Please — for your own sake — join me in my SAFE MONEY INVESTOR SERVICE today!

I want to help you set the agenda for your more successful financial future now. The future won't wait until you have enough money to be secure. Why should YOU wait?

Look. You've put this off long enough — and delaying has cost you a bundle. It's time to ACCEPT this risk-free invitation to join me in my SAFE MONEY INVESTOR SERVICE.

To apply for your membership, just complete

1 This is the end of the **'closing copy'** – the part of the ad that urges the prospect to act now …

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1.

Figure 1-7

Best Value EVER!
You get $1,415 worth of FREE gifts and discounts just for joining me now in the SAFE MONEY INVESTOR SERVICE!
SAVE HALF on your Risk-Free trial membership in the SAFE MONEY INVESTOR SERVICE — you SAVE $189 — and receive all this!!
Rake In Profits Of Up To 307% In The GREAT INVESTOR SWINDLE Of 2003-2004!
$79 VALUE
The Weiss Risk Ratings for YOUR STOCKS and MUTUAL FUNDS
$149 VALUE
The Weiss WINDFALL STRATEGY
$79 VALUE
THE WEISS EARLY WARNING SYSTEM
Hidden Risks and Opportunities
$79 VALUE
SAVE $189!
TWO YEARS of SAFE MONEY REPORT!
$840 VALUE
24/7 access to the SAFE MONEY WEBSITE and instant access to Weiss Ratings and all SAFE MONEY materials
Urgent Flash ALERT!
YOURS FREE!
FLASH ALERTS via e-mail or snail mail whenever fast-breaking market events warrant
You Also Get My Analysis and Advice AT LEAST 262 TIMES PER YEAR!
Each year, you'll receive ...
▲ 12 regular monthly issues of SAFE MONEY REPORT!
▲ 250 updates on the SAFE MONEY WEBSITE!
▲ PLUS, whenever fast-breaking market events warrant, you get urgent FLASH ALERTS by first-class mail or e-mail (your choice)!
100% Money-Back, Risk-Free Trial Offer
THE SAFE MONEY INVESTOR SERVICE is guaranteed to save you — or MAKE you — an ABSOLUTE MINIMUM of $5,000 extra in the next 12 months OR IT'S FREE!
Take a full year to decide for yourself. You must be absolutely delighted with the profits you earn — or just let me know and I'll rush you a full refund of every penny you paid. PLUS even after the first year, you can cancel at ANY TIME WHATSOEVER for a FULL REFUND on the unused portion of your membership.
And of course, everything you've received in the meantime is yours to keep — completely without cost or obligation — in the unlikely event that you decide that my service isn't for you.
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SAFE MONEY REPORT

1 This is the **'offer page'** – which lists out everything the prospect receives when he responds …

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Figure 1-8

1.

SAVE TIME! Call TOLL FREE 1-800-236-0407
and receive these two valuable PHONE-IN bonuses – FREE!

Phone-in Bonus #1: The Weiss Bank Blacklist

A $79 VALUE FREE!

If you have your money in one of these 100 losers during a failure, your money could be FROZEN and all your funds over $100,000 (including interest) will most likely be lost. Urgent help for seniors savers and investors — FREE!

Phone-in Bonus #2: The Weiss Insurance Blacklist

A $79 VALUE FREE!

An incredible 895 U.S. insurance companies — many of these household names — are now on my "endangered list." Is yours one of them? If so, YOU will be left holding the bag! Find out if YOUR insurer is on this list of losers now — FREE!

FREE GIFT CERTIFICATE

SAVE $189 • $1,415 in Discounts and FREE Gifts • RISK-FREE OFFER

☑ ***YES DR. WEISS!***

Help me insulate my money and rake in profits of up to 300% and more in this bear market!

I understand that I can cancel anytime during the first year of my membership for a full refund, or anytime thereafter for a refund on the unused portion of my membership. I further understand that everything I receive is mine to keep no matter what.

☐ **BEST OFFER:** Please sign me up for a risk-free, two-year membership at the half-price introductory rate of just $189. I SAVE $189 and receive …

- ▲ *RAKE IN PROFITS OF UP TO 307% IN THE GREAT INVESTOR SWINDLE OF 2003-2004* …
- ▲ THE WEISS RISK RATINGS FOR YOUR STOCKS AND MUTUAL FUNDS …
- ▲ THE WEISS WINDFALL STRATEGY, and …
- ▲ THE WEISS EARLY WARNING SYSTEM absolutely FREE!
- ▲ PLUS two years' access to your SAFE MONEY WEBSITE …
- ▲ AND 24 issues each of *SAFE MONEY REPORT!*

☐ **GREAT OFFER:** I'd rather begin with one year at the introductory rate of just $99. I SAVE $90 and receive …

- ▲ *Rake In Profits Of Up To 307% in the Great Investor SWINDLE of 2003–2004* absolutely FREE …
- ▲ PLUS one year's access to your SAFE MONEY WEBSITE …
- ▲ AND 12 issues each of *SAFE MONEY REPORT!*

OR Join By Fax!

Just Fax BOTH sides of your FREE GIFT CERTIFICATE to

1-561-625-6685

24 HOURS A DAY, 7 DAYS A WEEK!

Please Select Your Preferred Payment Method:

☐ Enclosed is my check/money order payable to *SAFE MONEY REPORT* for $ _____

☐ Please bill my (circle one) MasterCard VISA Discover American Express

Card#: Expires:

Signature:

Please fill in the information below from the highlighted area of the back cover of this report.

Your ID #: Offer #:

Name:

Mailing Address:

City:

State: Zip:

Daytime telephone (in case there are any questions processing your order):

For special Flash Alerts via email, please enter your e-mail address:

NOTE: Please correct any errors on the mailing label on the other side of this page and use the enclosed, postage-paid envelope to return this new member application to

SAFE MONEY INVESTOR SERVICE • 4176 Burns Road • Palm Beach Gardens, FL • 33410

Page 31

1 The **'order form'** – which presents the different ordering options … reinforces the benefits … and then urges the prospect to act now …

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The Nuts and Bolts of Direct Mail

Since this course covers a great deal of direct mail promotions – let's quickly go over the basics of direct mail, including the various jargon that we use.

The three main components involved in direct mail are: 1) the product … 2) the list … and 3) the promotion.

The product can be anything. In this course, we'll be covering a lot of examples where a newsletter is the product, sometimes a natural health newsletter. Other times a newsletter about making better investments.

But direct mail has proven successful in selling books (all kinds from health to business to cooking) … nutritional supplements … exercise equipment … and hundreds of other kinds of products.

The Power of a Simple List of Names

With the product in place, the list is the next big consideration. By "list," we're referring to the specific list of names and addresses of prospects that are collected and grouped based on specific data – whether it's demographic data, purchasing behavior, or anything else.

In direct mail, the list really is everything. You could have an amazing product … the world's best promotion … but if the list is wrong … well, you're going to fail. The list must be selected according to their propensity of people on the list to buy what you're offering.

For example, if you're selling a nutritional supplement for heart health … you'd *love* a list of prospects who purchased heart health supplements within the last 12 months. Because they're what we like to call 'pre-qualified' – they've already demonstrated a willingness to buy products just like yours. So you know that with the right product/offer and good copy, you've got increased probability that they'll buy from you.

That's what this is all about: Probability. With every action you take as a direct response marketer, your goal is to increase the probability of making the sale. So creating a better product … selecting a better list … writing a better promotion … all these things increase your chances of success.

This Is Where Your Copy Comes In

After your list, you have the actual promotion. In the early days, the promotion would usually just be a simple sales letter packed into a basic envelope

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with a coupon-sized order form. It looked very much like a basic typewritten letter from one friend to another. These are the kinds of letters that were sent out by Robert Collier and the early giants of direct mail.

As the art evolved, marketers began to test different envelope sizes and teaser copy (copy on the outside of the envelope that attempts to entice the prospect into opening it). **On Figure 1-9, 1-10 and 1-11**, you can see some various examples of envelope sizes and teaser copy. On **Figure 1-12** you can see what a sales letter looks like. Often included in modern direct mail envelopes are 'lift notes,' which you see on **Figure 1-13 and Figure 1-14**.

As times progressed, other formats were introduced. For example, when Jim Rutz and Ed Elliot accidentally discovered the magalog – it produced a huge shift in response rates. That's because it looked less like an advertising promotion and more like something of actual value (in this case, a magazine). Many of the examples we'll be covering in this course will be magalogs, because they've become the dominant direct mail format over the years. For an example, **see Figure 1-15**.

Other examples are bookalogs **(Figure 1-16)**, slim jims **(Figure 1-17)**, and tabloids **(Figure 1-18)**. These formats have often outperformed the simple direct mail envelope – but not always. It depends on the product, the list, the ROI (revenue on investment) and other factors.

Okay, onward!

No matter what the format, once a promotion is printed and mailed out, it's level of success is measured. Remember, that's what distinguishes direct response from other forms of marketing. Everything is scientifically tested and tracked.

The success of a promotion depends on the goals set forth by the marketer. For example, some promotions are designed to make a profit. If you're mailing a direct mail promotion to your existing customers for a backend product, you're going to judge purely by your ROI – the cost measured against the total amount of money received. The higher the ROI, the better.

However there are certain times when a lower ROI is better! Yes, it's true. For example, many newsletter promotions are NOT designed to make a profit. After all, how much profit is a company really going to make on a $39 newsletter when it's sending millions of big, expensive pieces of direct mail out every week?

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This is a 6 x 9 envelope

Figure 1-9

Don McAlvany
10000 N. 31st Avenue, Ste. C102, Phoenix, AZ 85051

How My "Incurable" Liver Disease Led Me To The Most Powerful Health Treatments Available Today!

Don McAlvany

I took my good health for granted – until the day I was diagnosed with liver disease. My doctors told me there was no cure. I wasn't about to give in ... and it's a good thing I didn't. I found a cure that reversed my disease *in just 12 days!* Let me share it with you today, along with dozens more treatments for medical "lost causes"... like heart disease ... memory loss ... crippling joint pain ... and even cancer!

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This is an oversized envelope

Our Gold Stock Gains Of Up To 548% Were Just The BEGINNING:

Now, Every Indicator I Trust Is Virtually Screaming

"Natural Resource Investors Are Going To Get Rich, Rich, RICH In 2004-2005!"

NICKEL is up 77% ... COCOA is up 86% ... NATURAL GAS is up a whopping 143% ... And select natural resource stocks have done even better — spinning off 154% ... 206% ... up to 524% GAINS!

Inside: How natural resource stocks could make you up to SIX TIMES RICHER in the next twenty-four months.

Figure 1-10

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Figure 1-11

HORMONAL CHAOS!

Drug Companies and Herbal Quacks Are Deceiving Women

KILLING YOU SOFTLY...

From pixie-dust cohosh to cancer-causing HRT, women's health is being put at risk. *It's time for something better.*

INSIDE THIS MONTH

BETRAYED. How Alternative Health peddled useless "remedies" to women concerned over HRT's dangers. PAGE 2

SULLIED. Diets good for business, bad for women. PAGE 6

DRUGGED. Women in pain were told to take Viarx. Now what? PAGE 8

EXPLOITED. "Pink Viagra" and other sad tales of product-driven disease-mongering. PAGE 4

MANIPULATED. Terror and disfigurement are not the only choices for women worried about breast cancer! PAGE 9

This is a #10 envelope

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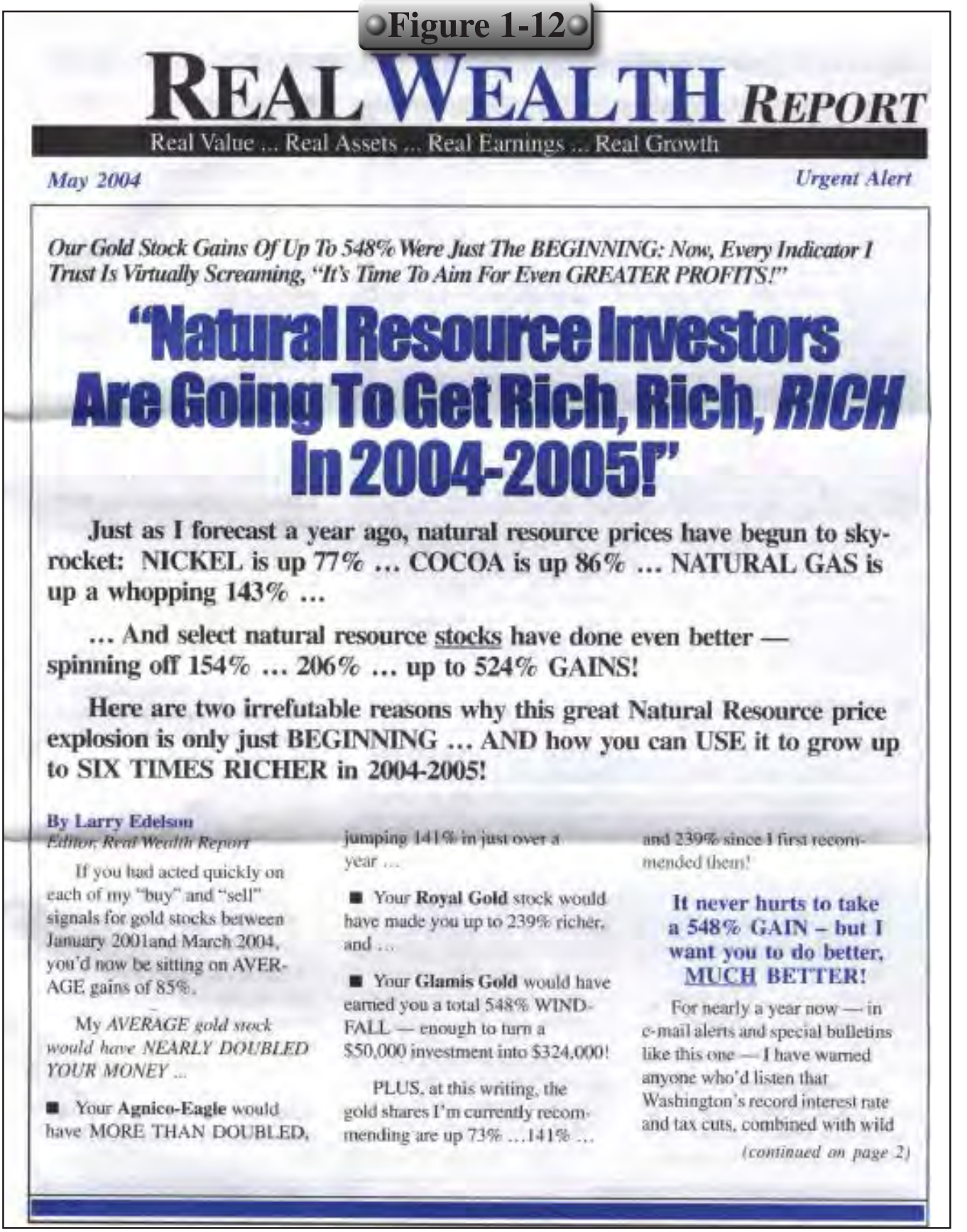
Figure 1-12



REAL WEALTH REPORT

Real Value ... Real Assets ... Real Earnings ... Real Growth

May 2004 — *Urgent Alert*

Our Gold Stock Gains Of Up To 548% Were Just The BEGINNING: Now, Every Indicator I Trust Is Virtually Screaming, "It's Time To Aim For Even GREATER PROFITS!"

"Natural Resource Investors Are Going To Get Rich, Rich, *RICH* In 2004-2005!"

Just as I forecast a year ago, natural resource prices have begun to skyrocket: NICKEL is up 77% ... COCOA is up 86% ... NATURAL GAS is up a whopping 143% ...

... And select natural resource stocks have done even better — spinning off 154% ... 206% ... up to 524% GAINS!

Here are two irrefutable reasons why this great Natural Resource price explosion is only just BEGINNING ... AND how you can USE it to grow up to SIX TIMES RICHER in 2004-2005!

By Larry Edelson
Editor, Real Wealth Report

If you had acted quickly on each of my "buy" and "sell" signals for gold stocks between January 2001and March 2004, you'd now be sitting on AVERAGE gains of 85%.

My *AVERAGE gold stock would have NEARLY DOUBLED YOUR MONEY ...*

■ Your **Agnico-Eagle** would have MORE THAN DOUBLED, jumping 141% in just over a year ...

■ Your **Royal Gold** stock would have made you up to 239% richer, and ...

■ Your **Glamis Gold** would have earned you a total 548% WINDFALL — enough to turn a $50,000 investment into $324,000!

PLUS, at this writing, the gold shares I'm currently recommending are up 73% ...141% ... and 239% since I first recommended them!

It never hurts to take a 548% GAIN – but I want you to do better, MUCH BETTER!

For nearly a year now — in e-mail alerts and special bulletins like this one — I have warned anyone who'd listen that Washington's record interest rate and tax cuts, combined with wild

(continued on page 2)

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Figure 1-13

Order NOW and Receive 6 Super-Powerful Money Making Tools: A $1,196 Value — FREE!

Use them to make all the money you want RISK FREE

Grow Your Wealth With Mathematical Precision — Even In Treacherous Times Like These:
The Only Scientific Way To Consistently Find America's Most Wildly Profitable Stocks!

Push-Button Profits Portfolio — 7 reports *plus:*

Build Massive Wealth with Scientific Investing ... An inside look at the Nobel-Prize-winning discovery

The Simple Secret to Building a Million Dollar Retirement Portfolio ... How to turn $25,000 into $1 Million ... FAST

Mutual Fund Millions ... Build a mutual fund portfolio that will put Morningstar and other services to shame

Overnight Riches: A Guide for Speculators ... Use Tony Sagami's high profit strategy to reap profits of $5,000 or more

ALSO: You get full and FREE access to *Tony Sagami's SCIENTIFIC INVESTING* website — and all of today's most advanced investment research tools — A $35-PER MONTH VALUE — FREE ...

AND: Reply now — within 10 days or less — and receive one more valuable bonus: *Tony Sagami's 3 HOTTEST GROWTH STOCKS FOR JUNE, 2001* — A $79 Value — FREE ...

PLUS: You'll SAVE up to $178 on your *SCIENTIFIC INVESTING* service — that's a total savings of $1,196 on America's most profitable stock-picking service!

Take advantage of this generous risk-free introductory Offer now. Dial TOLL-FREE 1-800-827-0940 or complete and mail the FREE GIFT CERTIFICATE!

For faster delivery and ONE Fast-Response Gift, dial
TOLL FREE 1-800-827-0940

Please complete and mail in the enclosed postage-paid envelope.

Scientific Investing • 4176 Burns Road, Palm Beach Gardens, FL 33410 • 1-800-827-0940 • Fax 1-561-625-6685

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Figure 1-14

10 Your Satisfaction Is 100% Guaranteed!

- ✔ You will know what works for a woman and what doesn't
- ✔ You will know your choices always and be able to make the best decision for *you*
- ✔ You will always know which brands, which treatments, which approaches are safest *and* most effective, based on independent clinical testing
- ✔ You will never get sick again, because you will focus on what helps your body self-heal, instead of symptom-chasing
- ✔ You will stay healthy, using nature's most powerful medicines. And you will cease to be pill-dependent.

— OR —

You get every cent back. No questions asked. No fine print. Anytime, even up to the last minute of the last day of your subscription term. And, yes, please: Keep all the gifts, reports, issues, research, everything you've received from me.

So you get everything—all for NO risk. Say "YES!" now—and discover how to be a naturally well woman today!

Dr. Marcus Laux

Dr. Marcus Laux

Call 1-800-264-4871 Today!

Pioneer of women's health. His best-selling book, *Natural Woman, Natural Menopause*, was the *first* to name names and point a finger at Premarin and Provera.

After receiving his doctorate from the National College of Naturopathic Medicine, Dr. Laux dedicated his family practice and research over the next 15 years to showing that what "works for him" doesn't often "work for her."

Today, Dr. Marcus Laux is an internationally recognized leader of the emerging field of preventive and natural health. His revolutionary approach has been featured on CNN, PBS, and Fox News, and referenced in the *International Journal of Integrative Medicine, Alternative and Complementary Therapies*, and *Longevity* among other scholarly medical journals.

He is editor of *Naturally Well Today*, the health advisory that shows what really works.

"Dr. Laux is cutting-edge."
Russ Pelston, R. Ph., author, *How to Prevent Breast Cancer*

Dr. Laux brings his findings to millions on radio and TV in Canada, Europe, and USA.

"Is Dr. Laux's approach successful? Yes, spectacularly so!" Jesse Hanley, M.D., Former Medical Director, Malibu Health and Rehabilitation.

MLCOF 1459A060205

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Figure 1-15

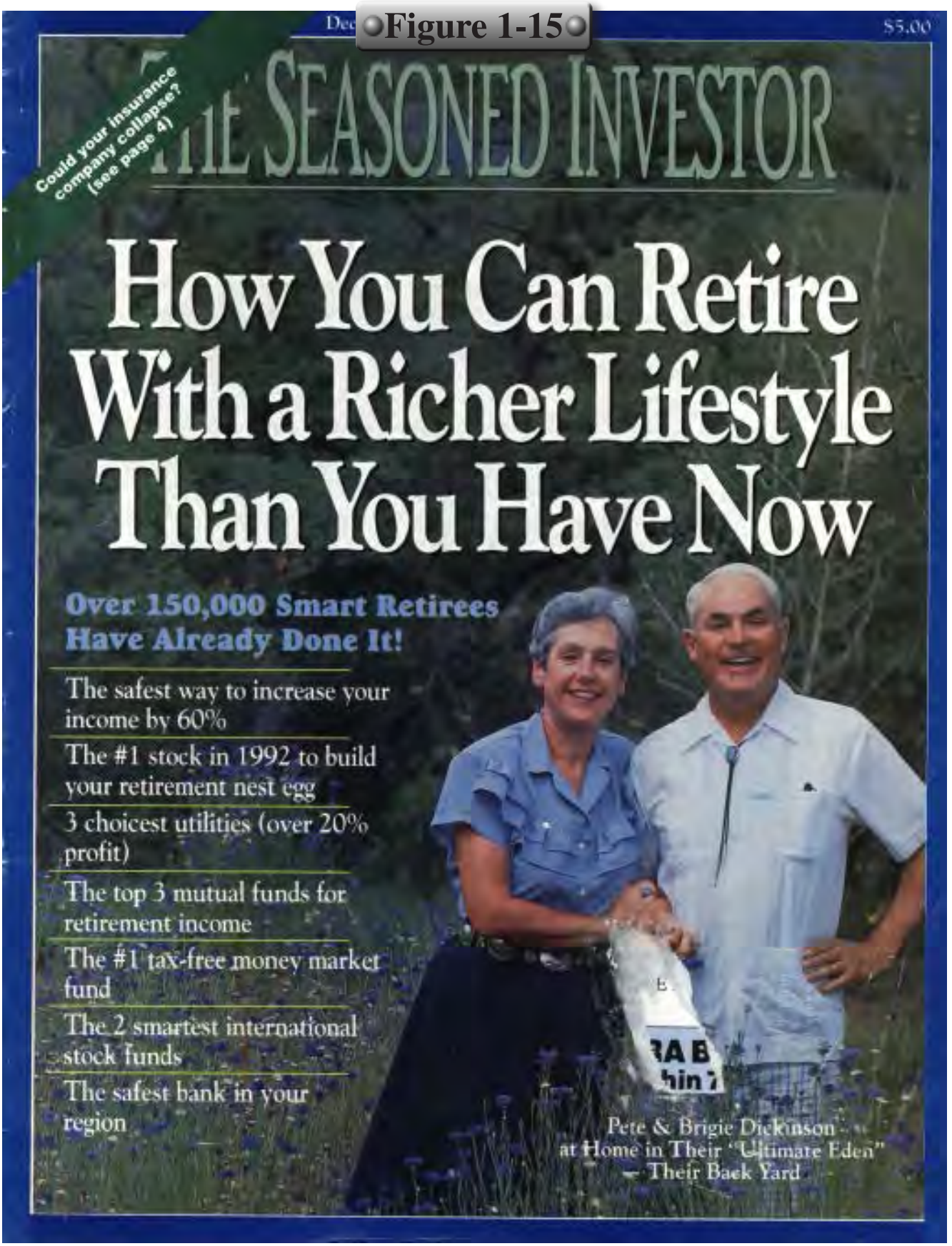
Dec
$5.00
THE SEASONED INVESTOR
Could your insurance company collapse? (see page 4)
How You Can Retire With a Richer Lifestyle Than You Have Now
Over 150,000 Smart Retirees Have Already Done It!
The safest way to increase your income by 60%
The #1 stock in 1992 to build your retirement nest egg
3 choicest utilities (over 20% profit)
The top 3 mutual funds for retirement income
The #1 tax-free money market fund
The 2 smartest international stock funds
The safest bank in your region
Pete & Brigie Dickinson at Home in Their "Ultimate Eden" — Their Back Yard

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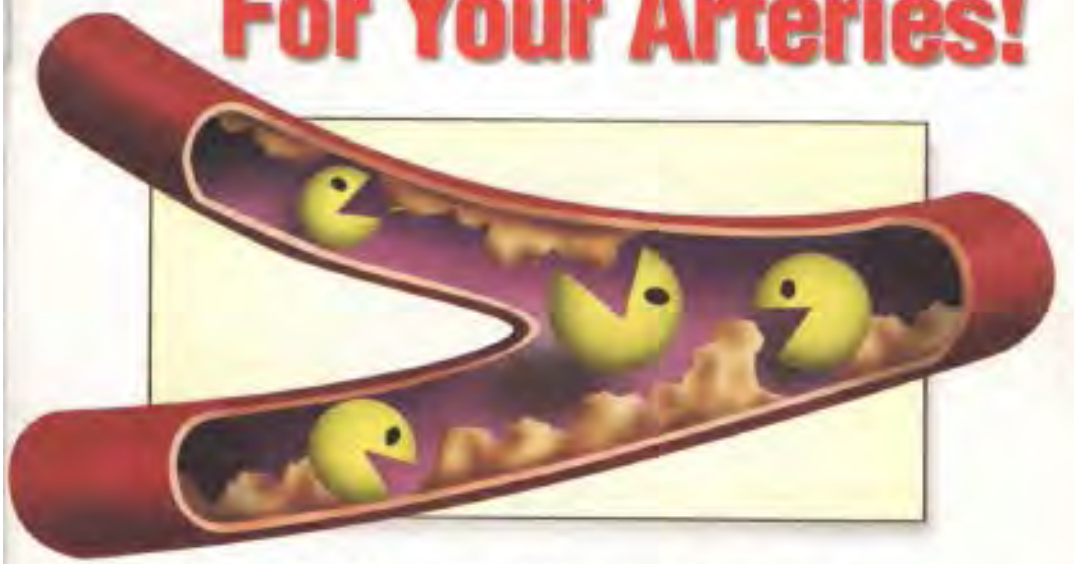
Figure 1-16

Heart Health News

Summer 2007, $7.95

The Ultimate Pac Man For Your Arteries!



Remember how Pac Man could gobble up and destroy enemy invaders?

Well, the remarkable 32-cent nutrient—named inside—works the same way to help remove harmful plaque, heavy metals, and toxins from all 75,000 miles of your arteries, veins and capillaries! The results? You can experience…

- ✔ Healthy cholesterol, homocysteine and blood pressure levels!
- ✔ Freedom from Angina!
- ✔ No more painful swelling in your legs and ankles!
- ✔ Improved breathing!
- ✔ Relief from chronic cold hands and feet!
- ✔ A boost of energy levels!
- ✔ A rebirth of sexual potency!
- ✔ A powerful immune system to fight off chronic infections!
- ✔ Improved eye health!
- ✔ Sharper, clearer thinking!
- ✔ Healthy, radiant skin—and even help fight off wrinkles and premature aging!
- ✔ Improved hearing!
- ✔ And much more!

Try it for yourself at home. Guaranteed to work for you or it's FREE!

Up to $382.65 in supplements and special healing reports— Yours FREE!

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Figure 1-17

New 2007 32-Page Special Issue

Health News™

904 Ploof Drive — Hueytown, AL 35023
Toll Free 24-Hour Orders: 1-800-471-4007 or Fax: 1-800-941-6920
Customer Service for Questions or Inquiry: 1-800-236-9115

Copyright 2007 Special Issue $4.50

#1 HEALTH SECRET REVEALED—
Nature's Miracle Worker

Nature provides the nearest thing we know to a miracle for the cardiovascular system. It's called oral chelation. You pronounce it like "kelation." It's good for your heart, your arteries, your memory, and even your love life!

Chelation comes from the Greek word *khele*, which means "claw." Chelation claws life-robbing toxic metals, calcium, plaque buildup, and cholesterol deposits from the walls of your arteries. Accumulation of these substances means your arteries are gradually turning to stone.

Your vascular health plays the key role in reducing your susceptibility to poor health and circulation problems,

Inside This Issue:

Pg. 1: Nature's Miracle Worker
Pg. 11: Warding Off Age-Related Dementia
Pg. 23: The Truth About Sugar Addiction!
Pg. 27: Solve the Stiffness of Aging

age-related heart and brain problems, sexual difficulties, visual impairment, and low energy. Life and good health depend on a steady and adequate supply of oxygen in the body; your arteries deliver the blood-carrying oxygen. If your blood flow is inhibited by restricted passages in your arteries, the oxygen supply is also inhibited. Improving the blood flow circulates more oxygen to your body, boosts your energy, and enhances your health.

Poor cardiovascular health ranks as the #1 cause of death and disability in America. It's not just a problem for older people, either.

Increasingly, young people fall victim to heart problems from poor circulation, too. More than 90% of Americans are at risk of developing a serious problem because of irregularities in the circulatory system. Few Americans realize that vascular problems can begin at a very young age.

All too often, the medical orthodoxy for treating heart problems is open-heart surgery, which *The New England Journal of Medicine* says, "appears neither to prolong life nor prevent myocardial infarction (heart attack)." This is an invasive, serious procedure that, at its best, addresses only a small part of the vascular

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Figure 1-18

Why isn't this being shouted from the rooftops! Outrageously...

Bottom Line
INVESTIGATIVE REPORT

SUMMER 2004

America *already has* a secret FREE PRESCRIPTION PROGRAM!

Inside: 3,001 MORE SENIOR FREEBIES

And how to claim your own $187,349 in free stuff like...

- **FREE SECRET "GI BILL"** for seniors to get FREE college.....page 7
- **FREE HOME REMODELING** checks—up to $10,000.....page 4
- **FREE FUEL & FIREWOOD** by the truckload.....page 4
- **FREE EXEMPTION** on your property taxes.....page 6
- **FREE VACATIONS,** movies, shows, overseas condos.....page 8
- **FREE PROTECTION** from crooks, unfair insurers and even the IRS.....pages 14 & 15

- **FREE for seniors and often their families, too...**
- **Bought and paid for by your taxes...**
- ***Yet utterly unpublicized anywhere!***

WHY THE SILENCE? While millions who have worked all their lives cut back or simply die, *no one's telling them* how many thousands of lifesaving, life-changing FREEBIES are a phone call away! I'm not talking about charity, but first-class services *you've already paid for...*

(Continued on page 12...)

Hurry to claim your enclosed instant FREEBIES & FREE SUPER GIFT!

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Not much. But that's not the point. The goal of these promotions is to *bring in as many new customers as possible* while breaking even – or even losing a little bit of money. They do this because these customers have proven to buy other products and generate much more profit from the company in the long run.

Now You've Got a Standard

When an ad has proven successful by whatever criteria you've set, it's called the 'control.' That means that it's the standard – and it's what you send out in the mail until it ceases to be successful, or you find something that works better.

You see, once you've got a control in place, your job is to beat it. You test other promotions against it and then track the results. This is the path of systematic, incremental improvement that's at the very heart of direct response marketing. It's why you'll often hear writers say, "I beat the control!" That happens when their test copy outperforms the current control for the client.

For example, say that you've got a promotion that's getting a 1% response. In some industries, that's absolutely phenomenal – it can make the client rich. It all depends on the goals and overall ROI. Then the client decides to hire Clayton Makepeace to come in and challenge that control, hoping his promotion will get a higher response and become his new control.

So they mail Clayton's copy and it gets 4% response. In a newsletter promotion that's about as realistically high a response as you can possibly dream of – Clayton's only had it on a few different occasions in his career. Now his copy has become the control. He gets the royalties instead of you; and because the client can successfully mail more promotions, he gets fatter royalty checks than you were getting.

But wait, that's not the end of the story. Not by a long shot! Let's say you want to beat Clayton back. Once his 4% control begins 'fatiguing' (what we say when response on the control begins to naturally decline with age), the client hires you again to see if you can do better.

What do you do? Where do you start?

Why Headlines Are Often King

If you really want to knock Clayton off the top of the mountain, the first thing you'll almost certainly need is a better headline.

Don't get me wrong: Every part of your sales message is important. Your

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opening is crucial. Your presentation of product benefits … of proof and credibility elements … of the offer and premiums … of your guarantee … and of your closing, "ask-for-the-sale" copy are all critical.

Of all the things you do to produce a sale, nothing equals your headline when it comes to pushing response through the roof.

In our many combined years in this business, we've often seen great new headlines produce 25%, 35%, even 45% lifts in response and ROI. And of course, we've seen them add months – even a year or more – to the lifespan of an aging control.

Why are heads so important? Two reasons:

FIRST, your headline is the demurely raised eyebrow … the whisper in the ear … the tap on the shoulder … or the shrieking air raid horn (remember those?) that at the moment of impact, make it impossible for your prospect to look at anyone but you - or more precisely, anyone's ad but yours.

SECOND, your headline is the gateway to your sales copy. More than that: It's the sales copy that persuades your prospect to read your sales copy.

In short, great headlines have only two functions: 1) To grab your reader's attention, and 2) To convert that attention to readership of your sales message.

When you study the most effective headlines ever written, you can't help but notice that each one accomplishes these twin tasks by offering the reader a BRIBE: A compelling practical and/or emotional benefit in exchange for reading your sales message.

Whether explicit or implicit, shouted or whispered, the best heads you'll ever read - or write - will be a proposed transaction: "Read this," they say, "and this very specific, very wonderful thing will happen for you."

"Okay, But How Do I Write a Better Headline?"

If only it were that simple! We'll be covering this in great depth throughout the course, but for now just know that your headline is really just an extension of your Big Selling Idea and Theme.

You see, A-list writers seldom make basic mistakes in their copy. The writing is nearly always rock solid … the benefits are well-selected … proof is provided … a strong guarantee is written … and so on.

The difference is usually in the strength of the idea and overall theme. Again, that's the core message that drives the entire promotion. It deter-

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mines the headline and everything that follows it. If it's off, not much else will matter. But if it's attractive enough to the prospect, even average copy will often suffice.

So that's a big part of the solution to beating Clayton's headline and his overall promotion: *Find a superior core idea*. Research the prospect and marketplace and find a theme for your copy that's more urgent, more interesting, more attractive and more enjoyable to read.

If you can do that, you'll be off to the races.

Now let's shift gears for a second. We've talked a lot about the mail, but what about the Internet? How does this entire process differ on the Web?

Direct Response Marketing on the Internet

The Internet has proven to be a goldmine for direct response marketers. You see, direct response marketing requires that the prospect buy something sight unseen. That's one of the reasons so much copy is often required – the prospect must be given every reason to buy, have every objection countered and so on.

And it's the same with the Internet! It too requires that the prospect buy something sight unseen. Sure, he can see pictures – just like he can on print ads – but he must make his purchase decision without seeing the physical product itself.

On top of that, the Internet really has no space limitations. It costs a company (more or less) the same amount of money to have a one page description of a product as it does to have a 10-page sales letter. This is soooo not the case in the mail or TV! Every extra page or extra minute of screentime costs mucho bucks.

Ditto with e-mails. Compared to mailing out a magalog, e-mailing promotions to prospects cost virtually nothing. That gives you a glut of promotional opportunities that would probably never even see the light of day offline. More on this later.

So in this sense, the Internet is the best possible medium for direct response. In fact, anybody who's selling anything on the Web is already using direct response – they just don't know it. (And often they're doing a really poor job of it!)

Common Direct Response Structures on the World Wide Web

Now that you understand why the

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Internet is so great for great marketers, let's look at some of the structures at play. Often times, direct marketers will attempt to make sales from a long copy landing page alone.

Landing pages are those long scrolling sales letters you see all the time on the Web. Just like offline promotions, they start off with a big headline and then lead the prospect through the entire case for the product. You'll see the guarantee and order links at the end of the letter, just like you see a guarantee and an order form at the end of a magalog.

Landing pages work – we've had clients convert winning magalogs and sales letters offline into landing pages and had them perform amazingly well.

But how do prospects GET to that landing page? Ahhh, that's the crucial question. You see, no prospect ever comes to them without coming from *somewhere.* Sometimes, he's coming from the search engines – perhaps he searched for a key word related to your product. Or perhaps you used a banner ad on another website to drive him to that page. Other times you might use an e-mail to drive him to your landing page.

However prospects are coming to your landing page, you must carefully consider their pathway. It's a little more complex than we've had to do with direct mail because prospects can be coming to our sales copy from so many different places.

Your job is to make sure there's no disconnect – wherever he's coming from.

"What About List Marketing?"

We drove home the importance of the list in direct mail, but what about the Internet? Well, lists are huge on the Web too. The difference is that you're rarely going to rent a list like you would offline – and instead you're going to use direct response methods to *build* your list.

That's what squeeze pages and opt-in boxes are for. (Squeeze pages are the short-copy webpages that attempt to sell the prospect on joining the e-mail list – usually by offering a free subscription to a newsletter … a free report … or something else of value.)

Next, the names are collected and stored. This constitutes your list.

Once you have your list, you can begin mailing promotions to it. You can use your e-mails to sell directly to prospects on the list (including an actual order link in the e-mail) … you can use them to drive the prospects to your sales letter/landing page … you use the e-mails to build up anticipation for coming promotions … the choice is yours. And

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the cost to do all of this is usually free!

If you don't have your own list, or you can't afford the time and expense required to build one – then you can find someone else with a list for you to sell to. This is often the closest thing Internet marketers experience to the list selection process offline. Still pretty different, but you've got to consider the prospects on the list … who they are … what they've purchased before … and anything else they've done that might pre-qualify them for your product or service.

When you can find a good list – filled with prospects who are ideal buyers for your product or service – it's your (or your client's) job to write the promotion … set up a deal … and then promote to that list.

Of course, Internet marketing – including crafting promotions and setting up deals – is often much more complex than this. But we wanted to give you a sense of direct response fundamentals that are always operating on the Web. The media may change, but the principles do not.

Some Big Benefits to Using Your Direct Marketing and Copywriting Skills on the Web

For us marketers, here are three more reasons why the Web truly can be a Godsend.

1. **It's as Cheap as All Get-Out:** While it costs our clients up to sixty cents to put a direct mail promotion into a prospect's hands, we can reach the same guy on the Web for a penny or two – and in many cases, free.

   That simple fact transforms risk and reward in ways the greats of the past could only have dreamed about!

   While the potential rewards of Internet promotion are every bit as great, the cost – and therefore the inherent risk – is a fraction of what you assume in direct mail.

2. **Guaranteed Winners, Anyone?** When the dust settles after a direct mail promo, you basically know five facts about your effort:

   A. How much you spent …

   B. How many folks received your promotion …

   C. How many folks responded …

   D. How much money they spent with you, and …

   E. How much money you made or lost on the mailing.

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But wouldn't it also be nice to know at what point in your promotion the buyers actually made their purchase decision?

Or even better – to know at precisely what point non-buyers decided to turn your promotion into a birdcage liner?

Marketers would have killed for that kind of info on their direct mail promotions!

In online marketing, you can know all that and more!

This is big stuff: See, if your direct mail package fails to beat the control on its first outing, you've just wasted a month of your life – your package will probably never be mailed again.

But if you knew precisely at which point in the copy you lost your prospects (like you can on the Internet), you could simply …

Repair or replace the weak links in your sales copy and offer …

Continue testing until you had a winner …

And then keep on refining your message until you have an out-of-the-park grand slam!

That's the stuff dreams are made of!

3. **Faster Money:** Unlike the U.S. Postal Service which takes two to three weeks to deliver bulk mail, the Internet lets you deliver your sales message and begin generating sales instantly.

   Plus, in direct mail, some 20% to 40% of your orders come back to you by snail-mail – which means it'll be another long week before you have that money to gleefully toss into the air and rub all over your body.

When you promote on the Web, the celebration can commence instantly!

Some of the Key Differences to Consider

As we already discussed repeatedly, thanks to the Internet, you actually can reach millions of prospects without spending a dime on paper and postage – and that's huge …

When we write a direct mail package, we know the client is going to have to cough up an average of $550 to mail it to every 1,000 prospects in his universe. That's $55,000 to send it to 100,000 potential customers … and $550,000 to send it to 1 million prospective customers.

On the Web, you can post a website that millions will see for five hundred

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bucks – and then blast a million e-mails to drive folks to your site for next to nothing!

So yeah – the Internet is huge and cheap, just like everyone says it is.

And yes, marketing products and services on the 'Net can make you a bundle. We know lots of Internet marketers who make tens of millions – even a hundred million or more – every year on their Web promotions.

But there is just a little bit more to it than that …

What Internet Marketers Don't Tell You

Wouldn't it be great if the guys trying to sell you ridiculously expensive books, courses and seminars on Internet Marketing were right?

Really – how great would it be if all you had to do was toss a site up on the 'Net, send out a bunch of e-mails for free or nearly free and then go goof off on the beach while the Web filled your bank account to overflowing for you?

Unfortunately it's not quite that easy. Before you can become the world's next Internet mogul, you'd better get used to dealing with the three waking nightmares that plague more and more Internet marketers every day …

Difference #1 – Delivery Disasters: Because direct mail, print, and TV and radio advertising cost serious money, marketers are extremely careful to send solicitations ONLY to people who have demonstrated that they are ready, willing and able to buy the product or service being promoted.

Not so on the Web: Due to the fact that e-mail marketing is cheap – or even free in some cases – Web marketers have filled our e-mail boxes with far more junk mail each day than the U.S. Postal Service has ever delivered in a week.

As a result, all the major Internet Service Providers (ISPs) now screen your mail and block as much of the obvious spam as they can. And if you've bought a new computer or upgraded your software in the last few years, it's a good bet that your own machine is blocking even more.

Nevertheless, we all still get dozens of junk e-mails every day – and at the same time, these automated spam filters are often guilty of throwing out the mail we want along with the junk!

We, for example, sometimes have trouble getting an issue of *The Total Package* to people who have asked to receive it – even after the issue has passed our own spam-checking programs with flying colors.

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Needless to say, if you're marketing a product on the Web, this kind of wildly erratic delivery can KILL the response to your promotions.

Difference #2 – The Competitive Challenge: Remember when Amazon was the ONLY major bookseller online? Google the word "books" now, and you'll get 1.28 BILLION hits!

Remember when eBay was the only major online auction? Google that word now, and you'll get 81.3 million hits!

Remember when Yahoo was the only major search engine? Type "search engine" into a search engine today and you'll get 354 million hits!

"Copywriting" used to see only a handful of hits. These days, you get 3.68 million – and another 684 million for "marketing."

Plus "weight loss" gets 70.3 million hits … "hair loss" gives you 30.8 million hits … "erection?" 8.73 million hits … "real estate:" 325 million hits … even "rutabaga" gets 426,000 hits!

Sure – you can spend a fortune on search engine optimization and Pay-Per-Click advertising on Google and the others – or maybe spend big bucks in other media to send people to your site.

If you're very good and very lucky, your prospective customers might find you on, oh let's say … the first five or ten pages that get served up.

The point is – the days when Internet marketing was cheap or even free are gone forever. The cost of getting your site noticed is rising – and will only get costlier as the number of websites on the 'Net continues to explode in the years ahead.

Difference #3 – The Credibility Catastrophe: This is the biggie – the monster that, unless some computer geek somewhere has a flash of inspiration and SOON – has the power to forever KILL the Internet as a marketing tool.

See, all direct mail, print, TV and radio advertising in this country is closely regulated by the Federal Trade Commission as well as other government agencies. When they catch someone lying, cheating, or stealing (or even "misleading"), regulators can shut them down in a heartbeat.

Not so with the Internet. It doesn't give a flying fig what regulators or politicians say or do. If Washington proclaims something they're doing is illegal, they can just pull up stakes and move to another country where the laws are more lenient, or the officials more bribable, or both.

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And so, the Internet has become the sleaziest of all the channels available to marketers – with armies of scam artists filling your e-mail box with fraudulent promotions and other swindles.

» Like the jerk whose e-mails look exactly like an official communication from an eBay member, asking you to "sign in" – provide your user name and password – to answer a question.

  Once you do, he has full access to your account, enabling him to reroute money due you to him!

» Or like the creeps that put out official-looking e-mails from Amazon.com telling you that your credit card is no longer valid and asking you to "log in" and give them a new one.

  Fall for that one, and you can bet someone else will be living the high life on your money in no time flat!

» And like the hordes of swindlers who fill your inbox with unsolicited e-mails swearing that they can make your bank account, your hair and your male member grow while making your waistline shrink.

Listen to any of those swindlers, and you might as well flush your paychecks down the toilet along with the very, very expensive urine you'll be producing!

No wonder more and more consumers only believe about half of what they see on websites – and nothing that they read in their e-mail boxes!

Needless to say, this is NOT a good thing for honest marketers.

BOTTOM LINE: With spam filters and other problems depressing e-mail delivery rates … with skyrocketing competition on the Web lowering individual website traffic … and with rising skepticism among consumers hammering readership rates, click-thru rates and conversion rates …

… the cost of making sales on the Web is rising and many promotions – even ones that once brought big bucks to marketers – are flagging.

In short …

The Internet Is Growing UP; It's Time Internet Marketers Did Too!

Frankly, most Internet marketers have been spoiled rotten.

Sorry guys, but we all know it's true!

For more than a decade now, the fact that this medium was brand-new and prospects were wide-eyed has al-

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lowed direct marketers to get rich without ever having to think much about the strength or weakness of Web-based sales copy.

The same goes for the many entrepreneurs who have written the copy themselves – or cheaped out by hiring neophytes to write for them.

The fact is, the copy in 99% of the e-mails that's blasted and 99% of the websites that have been built is so weak, it would have long ago sent any direct response mail, TV or radio marketer into bankruptcy.

Now, with the Internet maturing and becoming more competitive … with the costs associated with driving prospects to websites rising … and with the average 'Net consumer growing older, wiser and more skeptical – amateur night is over.

Suddenly, many Web marketers are beginning to find themselves in the same boat as their peers who use other advertising media – desperately searching for ways to boost response.

All This Presents an Amazing Opportunity for YOU

Not long ago, we were studying a series of landing pages hosted by one of the nation's most successful Internet marketing companies.

Now, this company has it all. It has hundreds of wonderful employees who are experts in all the nuts and bolts of Web marketing. One word from the Prez, and the company's Web division can conceive a new website before 10:00 AM … have it written by lunch … and have it designed, programmed and making sales by quitting time.

In short, the owners have built a Ferrari of a company – with all the high tech talent and infrastructure they need to dominate their industry …

… But instead of paying for high-octane fuel – powerfully compelling sales copy created by proven professionals – they're pouring cheap kerosene into the gas tank!

Fact is, if they ever try sending their Web sales copy out via snail mail, they'll be lucky to recoup 10% of the money they spend on postage!

Nevertheless, on the low-cost Web, the company's lousy copy generates nearly $100 million a year in sales – and they're laughing all the way to the bank.

The fact that they're getting rich doesn't mean that they're smart. To the contrary; it's proof positive that ignorance truly is bliss.

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Because if their copy didn't suck, they'd be making $1 billion a year instead of a lousy $100 million. Since everything else is already in place, that 1,000% increase in sales could happen in the twinkling of an eye.

Unfortunately though, the company's copy will probably continue to suck – and the owners will continue leaving 90% of their sales on the table – because they just can't quite bring themselves to pay a top copywriter a commission on the increased sales he or she could produce for them.

But Not Every Company Is This Stupid

And that's great news for you. With the explosion of the Web, and the fact that the Internet is primarily a direct response medium – the opportunities for you are boundless. There are literally thousands and thousands of successful companies out there – and many more popping up each and every week.

They need copy … desperately. But they need GOOD copy.

The kind of copy you're learning how to write with this course. You see, this course was created by "reverse engineering" winning promotions by many of the best copywriters to have ever lived. It takes everything they do – consciously or unconsciously – and then puts it all into a powerful series of steps you can follow to write copy on your own.

Furthermore, most copywriters on the Web often lack the discipline and exposure to great copy that the top writers offline have gotten. But not you! Even if you strictly write copy for the Web, you're getting an inside look at some of the most meticulously sharp copy and principles available anywhere.

Armed with that, you'll be able to write far superior Web copy – and grab your share of the very best opportunities on the Web. That 10% of the $100 million … or $50 million or whatever size company you encounter … can be yours.

What Every Direct Marketer Needs to Know About Making Copy Work Better

Now that you know the importance of sales copy, let's look at Clayton's strategy for getting more from it. This process is what he calls the "30 Percent Solution" – and it has helped him quadruple sales and profits for four companies and boost sales by up to 4,300% in one year.

But let me warn you … the 30 Percent solution will only work when the

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company is smart enough to put marketing out front – leading the charge for the entire company.

If an organization puts their "Executive Committee" first instead – with the Marketing department firmly under its iron thumb – their marketing will be hindered by a bunch of useless red tape and sales will suffer.

But once a marketing department is empowered to lead the way, it is empowered to …

1. Attract more customers …
2. Sell more things to those customers, more often, and …
3. Increase the amount of money each customer spends on each purchase.

Do those simple things, and you can't help but grow. Do them well, and your growth can be explosive:

» At Security Rare Coin, these three enhancements produced more than 100,000 new customers; sales jumped from $360,000 to $16 million a month in one year – a 4,300% increase.

» At Blanchard & Company, they also produced well over 100,000 new customers and drove sales to well over $100 million per year.

» At Weiss Research, they more than quadrupled subscriber files, made *Safe Money Report* the largest $99 investment letter in the world, and helped quadruple profits.

Boosting 5 Key Metrics by Just 30 Percent Each Instantly TRIPLES Sales!

On these and other occasions, Clayton created quantum growth in sales revenues and profits by "keeping it simple" – aiming for a reasonable, easily "doable" 30% boost in each of five key metrics:

1. Increasing the number of new customer promotions per year …
2. Increasing the size of each new customer acquisition promotion …
3. Increasing the response rate to each of these mailings …
4. Increasing the number of times each customer orders per year, and …
5. Increasing the size of each of those orders.

To increase the number of new customer acquisition promotions by 30%, Clayton gives his clients a handful of tools and strategies that let them read response and react a couple of weeks sooner on each mailing.

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For example, one of Clayton's clients did about six major mailings each year to rented mailing lists to attract new customers. He'd typically wait three weeks after he received his first order from a mailing to see which lists were working for him, then order more names from those lists and a handful of new test lists, prepare any package refinements he wanted to test, then print and mail the next volley.

This process took about eight weeks minimum – sometimes longer – and limited him to an average of six major new customer acquisition mailings per year.

Clayton figured that if they could just cut a couple of weeks off of the time spent preparing each mailing – mail every six weeks instead of every eight – the client could mail as many as nine times per year. That's a 50% increase that could bring his client 50% more new customers each year.

Long story short, it worked.

BIGGER New Customer Promotions …

Fortunately for Clayton, this client was an inveterate record keeper. In each mailing of a hot new control, he consistently tested a number of rented mailing lists. And he kept data on response rates, average sale and return on investment on every list.

So, it was a fairly simple matter for Clayton to pick a handful of lists that consistently outperformed all others, designate them as "A" lists, and then index them against every other list the client's tested. Then, once he had data on how well a package/"A" list combination worked, he simply used that index number to predict how well the other lists would respond to the new promotion package, and roll-out big time.

Result: He was able to roll much bigger with his "known" lists almost immediately, adding millions of names to his client's new customer acquisition mailings each year.

Plus, Clayton and his team found a way to broaden his client's mailing universe simply by getting list brokers to work harder for him.

The client had pretty much been "faithful" to a single mailing list broker for years. Clayton encouraged his client to institute agreements with multiple brokers, promising each an exclusive on each new list they bring to him.

Each of these ideas became a list test, entered on the mail plan using a projector that reflected how similar lists

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have performed with the promotion we were using.

How to Get a 30% Lift in Response

This one's a little trickier. But it's not un-doable. We've routinely seen new promotion packages – and even headline, premium, offer and other tests on control packages – bump response 20% to 30% and even more. Sometimes, much more.

Let's say you're getting a 1% response rate. That means 10 people in 1,000 are saying "yes" to your offer. All you need to do is find three more buyers per 1,000 pieces mailed.

Piece of cake. The key here is to test aggressively in each and every mailing, without allowing our tests to slow the process.

For this new client's first roll-out of a hot new control package – for example, Clayton often tested two new headlines and four offer variations. Next, he would test his best headline/copy/offer combination in two, maybe three cheaper formats.

The cool thing is, this entire course is based on copy techniques that routinely boost response 30%, 50% and more. So just by following the principles you're learning here, you're bound to lift your response.

For now though, suffice it to say, bumping this client's response by 30% is eminently doable. Heck. One of Clayton's early promotions for him beat his control by 300% – ten times more than his conservative 30% target.

"If you make money on a customer acquisition mailing, **you're fired!**"

A few years back, a client hired a new marketing director and told her that she would be reporting to Wendy and Clayton! In Clayton's first meeting with the new employee, the business owner stuck his head into the room and told her, "Just do whatever Clayton and Wendy say. You report to them." – and then vanished.

It was a joke, of course, and Clayton told her so. Everyone in that company reports to the owner. Clayton was just an outside guy. A consultant. But he did have a few pointers to help her.

Clayton told her, "Your Prime Objective is to produce as many new customers as possible every month.

"Your goal is to do this at breakeven. For every dollar you put into the mail, we want one dollar back – AND a new customer.

"If you make a profit in a promotion designed to attract new customers

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– if you get $2.00, $1.50 or $1.01 for each dollar you spend – that's a bad thing. It means you didn't mail enough promotion pieces or bring in as many new customers that month as you could have."

Clayton showed her how each new customer stayed with his client for an average of seven years and made subsequent purchases that generated $500 in net profits every year.

That meant each new customer was worth $3,500 to his client – and every new customer he didn't get would cost his client $3,500 in profits down the road.

"So," Clayton said, "as far as your boss is concerned, losing money on a promotion now and then is forgivable. It just means you're trying. Consistently breaking even will make you a hero. But consistently making profits on new customer acquisition promotions will probably get you fired."

Right then and there, Clayton established an aggressive new customer acquisition strategy designed to break even on each promotion …

He tested each new promotion package against the existing control in a special panel consisting of an nth-name selection (a geographically balanced portion) of each of our "A" lists.

If the new package won – if it produces a higher return on investment (ROI) than the control, Clayton looked at how every other list in his client's universe had historically performed against those "A" lists and used the new package's return on investment with his client's "A" lists to project what his ROI would be if he mailed each "B" list in his universe.

Result: For every dollar his client mails, he gets one dollar back – and a new customer.

Over the next three years, Clayton quadrupled the number of paying customers on the client's file – and because the client broke even on his average new customer promotion, each one of them cost him $0.

At the end of 36 months, those customers were handing the client more than $80 million in sales and tens of millions in net profit each year.

When you want to grow really, REALLY fast you can actually LOSE money on new customers …

That's right, at Blanchard & Company, Clayton set out to *lose* money on every new customer he generated.

Crazy, right?
Yeah: Crazy like a fox!

First, he did his homework. He

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studied their active customer file. He determined that each new customer made an average of five purchases per year … that the average purchase was $1,500 … and that the net profit on each of those purchases was about $500.

Furthermore, he discovered that the average new customer made one additional purchase in his first 60 days with Blanchard, producing a $500 profit. Then he figured out that if he could spend just $200 of that to "buy" new customers, he could bring in two or three times more new customers each year.

Clayton didn't tell the owner that he was planning to "lose money" on each new customer. He told him, "I just want an extra 60 days to break even on each new customer. I just want to change the bookkeeping entry a bit – add the profit from second purchases in the customers' first 60 days to the revenues generated by my new customer acquisition mailings."

Clayton showed him how the team's Prime Directive had been to mail his new customer acquisition promotions to as many prospects as possible while breaking even. But the problem was, some of the biggest prospect files out there just wouldn't come in at 100% of cost no matter what they did.

Clayton showed him how that meant he was leaving thousands of new customers – and millions of dollars in future profits – on the table. He demonstrated how, if the owner could just mail down to, say, 85% to 90% of cost, he could add millions more names per year to his mail plans and tens of thousands of new, paying customers to his house file.

So Clayton suggested the client consider "cooking the books" a little bit. Instead of insisting that his new customer acquisition mailings break even ($1 in for every $1 they cost), he suggested that when we find huge files that we can't get to break even, we allocate part or all of that first 60 days income to the new customer promotion.

It worked like gangbusters. The company, which had been running a distant third in its industry, rocketed to #1 within a year.

In fact, this strategy has worked so well for him over the years, he's continually does the same for any new client that comes into the pipeline.

Back to our 30% example …

Time to Start Optimizing "Lifetime Value"

Once Clayton's got his client to do bigger new customer promotions, more

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often, it was time to kick things up another notch – by bumping the number of times each customer orders, and how much he spent with the client each time.

Until this point, his clients had done what many direct response marketers do: They simply mailed a couple of promotions to their entire customer file each month. We call that "vertical" marketing. No matter who you are, no matter what kind of product you've purchased in the past, you get the same offers as everyone else on his file.

Not a terrible approach, but it's possible to do better by combining vertical and horizontal marketing techniques.

Horizontal marketing treats each group of customers on your house file in ways that ensure optimum response and maximum order size. Horizontal marketing asks …

» "What kind of product has this customer demonstrated a desire for before?" – and then offers him an add-on that addresses the same desire or concern.

» "Where is the customer in his life cycle with us?" – and then sends him promotions that are compatible.

» "What's going on in my customer's personal life?" – and then sends him promotions that are compatible.

So in addition to vertical promotions sent to the entire file – our client's customers receive horizontal promotions:

» A 60-day campaign for a President's Circle promotion designed to make a quick second sale to his new customers in their first two months …

» Upgrade mailings to buyers whose selection of products has demonstrated a particular desire or concern, offering a new add-on product that addresses that same issue …

» Personalized "renewal," "re-order" and "we-want-you-back" promotions at the appropriate times …

» Special discounted offers on the customer's Birthday, anniversary and other special times of the year.

Plus, for the vertical marketing, the entire file also gets two major mailings each month: One focusing on one of our hottest products, and another kind-of catalog mailing that invites customers to try anything in our product line at preferred prices.

Will this kind of comprehensive strategy – along with harder-hitting

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sales copy – give us the 30% bump in response, average sales, profits and customer lifetime value we're looking for? You bet it will!

This process is at the very heart of direct marketing – something you MUST understand whether you're a copywriter, marketer or business owner. So think about it like this – what could you do right now – today – to …

1. Increase the number of new customer acquisition promotions you field each year?
2. Ramp up the size of each of those promotions?
3. Increase the number of prospects who say, "YES!" to each of those promotions?
4. Boost – even incrementally – the number of additional times each customer orders per year?
5. Pump up the size of each of those orders?
6. Cut marketing and fulfillment costs without adversely affecting the number of new customers you generate or sales volume to existing customers?

Answer these questions and you'll be well on your way to at least tripling your sales and profits!

With Your Direct Marketing Foundation in Place, it's Time to Master the Copywriting Process!

We've spent a lot of time on Internet marketing and direct mail strategy because they give you a clear, solid foundation in the principles of direct marketing. Remember, copywriting is the *language of marketing* – it's different than other forms of writing.

Your job is to sell, nothing else. To do that at the highest possible level, you must also understand how direct marketing works.

The copywriter who can speak intelligently about direct marketing … who can pinpoint potential flaws in how the copy and overall marketing campaign is being executed … and who can offer suggestions for making it work better …

Well … let's just say that this kind of writer is rare and priceless to clients. Especially when you know all the response-boosting tips and tricks you're about to discover.

So as you progress through this course, don't merely think of yourself as a writer – think of yourself as a direct marketer who just so happens to write. It'll make a world of difference in your success and income.

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Action Steps

1

Direct Response 101

Now you know more than most about Salesmanship in Print, and it's time to get started.

1. Choose one product or service *to write about* and to use throughout this entire course. This can be one of your ads if you're a business owner, an assignment if you're a copywriter, or even a spec promotion of an existing product or service to use as a sample and/or to present to the company to land a new job.

   By focusing on one product or service during this course, you will have the comprehensive copy *necessary* for a complete promotion.

   "But, I've got more than one product or service that needs copy?" That's an excellent problem to have because it means you have ample opportunities for profit! The solution is *prioritizing* -- a necessary skill of all business builders … whether you are a copywriter, marketer or business owner. You can prioritize by deadline and/or income potential … or any other critical parameter in your business or industry.

   Attention and concentration are critical for learning and profit producing. This course

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is extensive and will require that you contemplate a multitude of topics thoroughly as well as write and *rewrite* so it is very important that you commit to one product or service in order to *stay focused* and enjoy the mental satisfaction and economic rewards of completing a project … You can always go back and use the chapters, as needed, for other promotions.

If you absolutely *must* work on multiple products or services at the same time, only work on the other or others after completing all the Action Steps for your primary product or service. Promise?

2. As you study and review this course, be sure to underline, highlight, circle, tab, dog-ear, and take notes since you will be applying all the techniques and principles mentioned and will need to review the material in the future.

3. Be sure to study the examples provided throughout the course. Each is a fantastic illustration of the principles being broken down within the chapter.

   Also, continually refer to the Superstar Swipe File we provided with the course. See if you can notice how the secrets being broken down in each chapter has been used in the promotions contained inside your swipe file. This will make your learning much more interactive!

   For example, Chapter 2 deals with research. So once you've read to the end, pick out a promotion and see if you can notice all the ways that research went into

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it. The same as you learn about Offers in Chapter 3 … Benefits in Chapter 4 … Proof in Chapter 5 … and so on.

This is one of the very best ways to master the skill of copywriting, and every great writer has done it.

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Quick-Start Copywriting System

2

Research: How to Lay the Foundation for Success

In this Chapter …

- How to start any project off with a bang. Do this and 75% of your work is already done for you – and you're many times more likely to succeed (this is the place where most writers cut corners, so you're sure to be miles ahead of your competition!)

- Three absolutely critical research skills that every million-dollar copywriter has mastered. These short-cuts will give you EVERYTHING you need to craft a winning promotion …

- Exactly how to study your competition in a way that assures you'll outmarket them. Follow this process and it'll be virtually impossible for you to ever create inferior advertising!

- And much, much more!

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It's not sexy. Not many writers and marketers enjoy it.

But there are few things as fundamental to the process of writing a winning promotion than good old fashioned *research.*

Why? Because research is the basis of everything you say in your sales copy. Every benefit, every proof element, your overall argument and so on – all this is contingent on the quality of your research process.

Even though Clayton has openly admitted to being the "world's worst researcher" – he's paid a not-so-small fortune to have top notch research done for him. And lately, his clients have been kind enough to employ entire departments solely dedicated to gathering quality information – the kind of info that helps better sell their products and services.

Apart from Clayton, you've probably also heard stories about other legends such as Gene Schwartz – who'd reportedly read 700-page books multiple times before writing a single word of copy … or how Gary Bencivenga spends as much as 40% of his time on research.

One thing's for certain: Most copywriters spend *far too little time* researching everything it takes to write a winning promotion. But that's all about to change …

The Most Overlooked Secret to Bigger Winners, More Often

If you want your copy to succeed at the highest level – to get, as Clayton says, "Bigger Winners, More Often" – you'll need to lay the proper foundation.

And that can only come from research.

Research is often neglected for two main reasons: a) it's not quite as fun or exciting as actually writing a killer sales pitch and … b) few understand how deep you can actually go into the research process – and how much easier it makes your life when you do!

And that's actually the good news. When you finally understand everything that goes into the research process, the following happens for you …

» You become much more passionate and enthusiastic about what you're selling …

» Much of your copy is "pre-written" for you, which means no more writer's block and no more struggling about what to say …

» You become incredibly *intimate* with your prospect, product and

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market – and you write to them with greater ease and effectiveness than ever before …

» This means that your writing becomes less forced, more natural and far more enjoyable …

» PLUS – you uncover the breakthroughs other writers overlook, your success rate goes up and your projects become ongoing annuities that pay you over and over again …

And that's just the beginning.

The Single Best Way to Start Any Writing or Marketing Assignment

If you've been in direct marketing and copywriting for any length of time, you know how difficult it can be to get started on a project. This is especially true when you don't have loads of passion or excitement for the task at hand. It's a natural phenomenon that happens to virtually everyone in the biz.

You're supposed to be writing or executing a project but you feel like you're stuck in wet cement. And there are a million and one things you'd rather be doing than this!

It happens even to the best of us ☺.

But, if you really dig into your research, you'll soon find out that almost *any* subject can be interesting and exciting … and you can quickly get started on *any* project … when you fully immerse yourself in it. In other words, you can become passionate (or rekindle your passion) about virtually anything, once you begin researching it thoroughly.

For example, think about a number two pencil. It's a simple little device that's been around forever. A "boring" subject to most people.

But the process that goes into making #2 pencils is fascinating!

Here's a straightforward breakdown of what happens:

*****

1. Incense-cedar logs are cut into "Pencil Blocks."
2. Pencil Blocks are then cut into "Pencil Slats." Everything must be precise at this stage, down to the last millimeter.
3. Pencil Slats are treated with wax and stain.
4. A machine carefully cuts grooves into the slats to accept the writing core (or "lead").
5. Writing cores – made from a mixture of graphite and clay – are placed into the grooves.

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6. A second grooved slat is glued onto the first – making a "sandwich."
7. The sandwich is machined into pencil shapes.
8. Individual pencils are cut from the sandwich, and are sanded smooth.
9. Each pencil is painted. A recess is cut to accept the ferrule (the metal ring that holds the eraser to the pencil).
10. A ferrule and eraser are crimped into place on each pencil.

*****

Sounds much more interesting now, right? Plus, just imagine seeing the visuals of all this – or going to the factory to see them made. You'll never look at a #2 pencil the same way again!

This phenomenon can happen with any subject. In fact, one of your chief tasks in the research process is to make it happen – to become excited and enthusiastic about your subject – and then *transfer* those feelings to your prospect.

And these techniques are the best way to do that. At the higher levels, direct response copy is very much about searching for – and then showcasing – the most exciting, intriguing possible elements of your product or service.

Here's another great example: Our friend and copywriting ace David Deutsch has a winning promotion for *Boardroom* selling a book on estate planning. It's one of the driest, dullest subjects you can imagine – the book hardly reads like a John Grisham novel!

But David found a way to make it exciting. He wrote hundreds of fascinations that teased the prospect about what might happen should he ignore the issue of estate planning … he told emotionally moving stories of how the government preyed on those who were ill prepared … he showed the prospect how he could live with more wealth and security TODAY, and protect his family in the process – just by reading the book.

All of the sudden the dull, dreary subject was brought to life. It sold very well, and to the best of our knowledge, prospects benefited tremendously from the book.

What made this possible? First and foremost, it was David's stellar research process … his commitment to finding the most intriguing, valuable pieces of information within the book … to matching this information with what he knew would tantalize and excite his prospect … and making all this the basis for his copy.

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To Make Your Research Process Work Best .. Be SELECTIVE!

If estate planning can be made exciting, almost anything can. Such is the power of intensely researching your product, prospect and market.

Still, it's always wise to *select* markets where you've already got a *natural* passion and enthusiasm for the material. For example, if you've been studying martial arts for years – then consider writing ads for the self-defense market. There's a constant need for copy in that market, and you can easily just look up the many companies advertising in magazines like *Black Belt* and then send them your samples and a promotional letter.

Or maybe you're passionate about natural health. You eat well, you read books and articles on exercise and you take various supplements. If that's the case, writing for nutritional supplements or natural health newsletters may be a perfect fit for you!

Writing for a subject and market that you're already passionate about certainly makes everything easier – especially research. Because then your research process is something you've *already been doing … for FREE*. It doesn't even feel like work. So take advantage of such opportunities whenever possible.

But what if you're just beginning as a writer/marketer/entrepreneur or what if you want to broaden your number of markets? When this is the case, you may need to write copy for something you know absolutely nothing about – and certainly have no pre-existing passion or enthusiasm for.

Yet that's where thoroughly studying and researching the subject will save you – especially in conjunction with these techniques. This entire process is designed to help you pull out the most intriguing elements of a product, market, prospect and more – which makes it much easier for you to develop and sustain the appropriate level of passion.

3 Essential Keys to a Winning Promotion – Before You Write a Single Word!

Now that we've beaten you over the head about the importance of research (subtle, aren't we?) – it's time to look at the most crucial areas. Master the following three keys to good research, and it will be virtually impossible for your copy to ever get beat.

Do this and your promotion will de-

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velop what the late Gene Schwartz used to call "claim density." By "claim density," Gene was talking about the deep layering of benefits, logic, emotion and proof – so the copy feels rich, alive and irresistibly persuasive to the prospect.

Bringing all this into your copy is ONLY possible when you understand the following …

Research Key # 1: Thoroughly Study Your Product

Even though Clayton advocates writing what he calls "prospect dominant" copy – copy that puts the prospect first – even he will acknowledge that you must begin your research process with your *actual product*. In fact, you're going to want to always research the product first just so that you know whether or not an assignment or project is worth taking!

Should your research prove that the product really isn't all that unique or valuable, we highly recommend you pass on it.

Why? Because as Gary Bencivenga wrote in Bullet #19 (www.bencivengabullets.com/archive.asp), *"A gifted product is mightier than a gifted pen."* In other words, there's no amount of salesmanship that can effectively sell something that's neither unique or valuable.

So that's the very first thing to ask yourself when contemplating an assignment or project – or if you're an entrepreneur – when considering whether to launch a new product: *"IS THIS A GREAT PRODUCT?"*

You'll learn much more about what makes a fantastic product throughout this chapter, but for now, just get into the mindset of being highly selective in terms of product quality. This is the little known secret as to why guys like Clayton and Gary Bencivenga have had such a high winning percentage. It's not just their copywriting skills, it's their ability to recognize superior products!

Once you've got a good product in your hands, how do you go about researching it? Here are some tips and guidelines …

First, carefully examine all its ***features and benefits.*** No matter what kind of product you're selling, whether it's a laptop or "how to get more dates" newsletter, you need to know every single feature contained within the product and you need to know exactly what those features mean to the prospect.

Just look at **Figure 2-1**. You'll see a detailed chart that breaks down virtually every feature/component of the Daily

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Figure 2-1

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Advantage vitamin supplement. And it also provides an extensive comparison with the competition. (More about competition in just a second.)

Just looking at this chart, you can tell that the copywriter and the client, Healthy Directions, did a solid job researching the features of their product. That's your first step.

(Also, Chapter 4 focuses *entirely* on the subject of features and benefits. Our discussion here is meant to give you an overview – and to show you how the process of listing features and converting them into benefits plays into the research process. Chapter 4 will give you a much more in-depth look on how to uncover and maximize every feature and benefit you have access to.)

The point is, BEFORE you begin writing, you should explore every feature and then convert those features into the following …

Functional Benefits – What your feature does for the prospect …

Dimensionalized Benefits – A vivid description of what that benefit looks like in your prospect's life …

Emotional Benefits – How that benefit makes him feel …

Let's quickly work through an actual example. If you look at **Figure 2-2**, you'll see copy for a joint health supplement. You can see "functional benefit" wording in the deck copy, with the line: *"Joint & Muscle Comfort PLUS goes to a main source of pain to give you back the mobility you once had."* See how it focuses on the product in action – what it *does* for the prospect?

Then, if you look right below the subhead that says, "Fresh new legs, fresh new life …" you'll see a great example of dimensionalized benefit copy. The prospect is walked through a vivid experience of what his life will be like – once he takes the product and has his joints restored.

While you cannot see the next page of the promotion, it moves to emotional benefit copy. It reads …

*****

> "If you have pain in your legs or knees, try *Joint & Muscle Comfort PLUS* first. It could save you from years of unnecessary suffering and frustration. And once you're feeling fine again, drop me a line, because there's definitely room for one more friend on my next cross-country bike ride!"

*****

This copy is made possible by … a) learning the features of the product …

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Figure 2-2

Imagine:

PAIN-FREE KNEES AND LEGS

Doctors have probably missed what's really causing pain and stiffness in your legs or knees. Don't just live with the discomfort and cut back on your activities. ***Joint & Muscle Comfort PLUS*** goes to a main source of pain to give you back the mobility you once had.

People who don't have any pain in their legs and knees just don't understand. I personally know what it's like, because I played football in high school and have run seven marathons, so my knees have taken a pounding over the years.

- **Pain in your legs or knees when you stand, walk or run**
- **Discomfort that slows you down**
- **Pain or stiffness in the legs or knees when you try to climb stairs or hills**
- **Difficulty bending down**
- **Noticeable pain, stiffness or aching after an activity**

Knee and leg pain is really frustrating. It can take years to go away, and usually gets worse, not better. Often, doctors can't even figure out what's causing the pain—especially leg pain that comes and goes without warning.

Well, I'm one doctor who won't tell you you're imagining it—I had the same problem myself for years before I learned the true cause...

Normalize your pain enzymes and dance again!

You see, **enzymes**—the most common triggers of pain—don't show up on x-rays. If you have pain in your legs or knees, you're probably already taking something. But what we've just discovered is if it doesn't **specifically work on 5-LOX**, you're leaving the door open for knee or leg pain.

Think about yourself. If you have any of the following problems, taking *Joint & Muscle Comfort PLUS* on a daily basis can help you dramatically:

- **Stiffness or aches in your legs when you wake up in the morning**

All of these problems can be caused by an over-production of pain enzymes. And they can all be reduced or eliminated when you balance those enzymes with *Joint & Muscle Comfort PLUS*.

Fresh new legs, fresh new life...

Imagine being able to walk wherever you want without pain, stiffness or discomfort. Explore a new city...walk miles along the beach at sunset...go for a hike with your family. All of this is possible with *Joint & Muscle Comfort PLUS*.

Plus, if you continue to take just two capsules a day, don't be surprised if you can resume sports and activities you haven't done for years. Tennis, golf, skiing, ballroom dancing, you name it. I did a bicycle trip all the way across America a few years back, and boy was I in pain. Any doctor would have told me to take the next plane home and recuperate in bed. I was thinking about selling my bike and accepting that I'm "not a kid anymore."

But that was before I discovered Univestin, the main ingredient in *Joint & Muscle Comfort PLUS*. The

continued...

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b) researching what's beneficial about those features … c) figuring out which benefits are the *most desired* by the prospect … and then writing the copy accordingly.

Again, this process is covered much more in our Chapter 4. It's mentioned here only because gathering ALL your features is something you really must accomplish in the research phase. Once you've done that, you can use the complete breakdown we give you in Chapter 4 to squeeze every possible benefit out of your product.

But before you do that, here's something else to consider:

Your REAL Product is Your Offer!

We could have easily called the first step in this process, "thoroughly study your offer," because your offer is *ultimately* what your promotion is selling. It includes … your main product … your bonuses or free gifts … and then the pricing, format and delivery details.

For example, many financial newsletters will include a monthly print newsletter … e-mail updates … a membership website … 5-10 free bonus reports … for around $99. The bonuses and the newsletter are delivered through first class mail – the rest is available online.

You can see an example of what we're talking about on **Figure 2-3**. It was a successful offer for a financial newsletter. Just by looking at this example, you can see why we said this step should be first in your research process.

Can you imagine starting to write the copy without having a full, detailed breakdown of the offer – just like you see in that example? Of course not! So when you're first communicating with a client about his project – you want to immediately ask him about the overall offer he's making.

This is something Clayton does, and it's the mark of a true pro. Again, you *always* want to be crystal clear on the offer before writing a single word of copy.

And if you're an entrepreneur or business owner, you need to think carefully about your product offer first and foremost.

(Chapter 3 focuses exclusively on the subject of Offers, so don't feel bad if you still have questions at this stage.)

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Figure 2-3

"Bull or bear market? Don't worry—with VectorVest OnLine you can maximize your profits in any market."

It's the easiest and most accurate computerized stock picking system ever created!

Return the No-Risk 5-Week Trial Request Form now and you'll receive the trial package via First Class Mail:

Dr. Bart DiLiddo
Creator of VectorVest

1 Easy, Convenient to Use! VectorVest OnLine on CD-ROM
It's more than a database, it's the most powerful stock picking tool ever devised! And it's extremely easy to use. If you can point and click, you can analyze, screen, rank and graph more than 8,000 stocks in just seconds.

2 Up-to-the-Minute, Current Info! Five Weeks of Daily Internet Updates
Log on as often as you wish for immediate access to over 11 years of data, updated every evening. In addition to a wealth of information about more than 8,000 stocks, you'll receive updates on VectorVest's proprietary market-timing indicators.

3 Fast and Easy to Learn! Instructional CD
Learn step by step as we put VectorVest through its paces, demonstrating all the different ways you can use it. This straightforward CD explains, in detail, how you can tap the full power of this awesome program. A $49 value.

4 Complete Online User's Guide
It's clear, concise and has complete click-by-click instructions. But if you're like most people, you'll never use it. That's because VectorVest is so easy to use, you'll be able to run it without consulting the guide!

System Requirements:
•Pentium-class Computer (P-Test Systems Only)
•Windows 98, NT 4.0 (SP6 or higher), 2000 Minimum or XP
•A minimum 350 MHz processor, 1 GHz recommended
•A minimum 64 MB of RAM, 256 MB recommended
•800 MB of free hard drive space
•Internet access with 56K modem, high-speed recommended
•Monitor and video card supporting 800x600 resolution

5 *Stocks, Strategies & Common Sense*
This classic book explains, in detail, the investment concepts underlying the VectorVest investment system. You'll discover, among other things, the specific strategies this system uses to find stocks that deliver annual profits of 80% or more. Selling elsewhere for $19.95, it's yours FREE!

6 *How to Short Stocks with Confidence and Make Big Money in Bear Markets*
Shorting is a good way to make double-digit profits in a bear market. Even cautious investors can quickly make money with the strategies you'll learn in this report. If you've stayed away from shorting because you've heard it's complicated, this report will open a big new world of tremendous profits you can make with the prudent shorting strategies you'll learn here. Valued at $19.95, it's yours FREE!

7 *How to Use Options to Supercharge Profits*
In this Special Report, you'll discover how to supercharge your profits with high-potential, undervalued, low-priced trades. You'll learn why options give you better downside protection, how to get the stock you like at a discounted price, why options give you higher returns than other trading methods and how you can make big profits regardless of whether you're bullish or bearish on the overall market. Plus you'll learn the different options' strategies and how to use them with complete confidence to see your profits go higher and higher. Valued at $29.95, it's yours FREE!

My Personal 100% Money-Back Customer Satisfaction Guarantee

I am so confident you will agree that **VectorVest OnLine** is America's smartest, fastest, and easiest-to-use stock analysis system that I stand behind it with my personal money-back satisfaction guarantee. If for any reason you are not completely satisfied with my system, simply notify me within 30 days for a prompt refund, no questions asked.

VectorVest has built its reputation by providing the most up-to-date and effective stock analysis software in America.

Bart A DiLiddo

Dr. Bart DiLiddo, founder and creator of **VectorVest®**, America's #1 stock analysis software

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Research Secrets for Coming Up with the BEST Offer

Knowing the importance of your offer, *the single most important research tasks you can do is to simply study your competition*. And while this may seem obvious, we're talking about studying your competition on a very advanced level.

One of the things we recommend you do is look closely at your market. Ask the following question …

"What products out there are similar to yours?"

For example, if you're offering a heart health supplement, you need to know about all the other heart health supplements out there. The first thing you want to do is come up with a complete list.

And while it's a good idea to study competitive products being promoted in ALL mediums – Internet, direct mail, TV, radio, etc … you should definitely focus on the medium YOUR product is primarily sold in.

Why? Because those are the competitive products your prospects are going to be most familiar with. And those are what they're going to compare your product to.

For example, if you're selling a nutritional supplement over the Internet, your offer is going to need to be more competitive with other similar Internet supplements. If not, your prospects will feel they can do better buying from your competition and … *voila* … they're going to spend their money elsewhere.

And while other mediums (mediums where your product is not being sold) are not quite as important, it's still crucial that you be competitive with them in some way. This is an issue that Clayton's encountered repeatedly in selling nutritional supplements via direct mail.

He knows that when a prospect gets a direct mail package about CoQ10, heart health nutrients or any other supplement – he can easily jump online … Google the product … and begin comparing price, potency and everything else. Or he can stroll out to his local health food store or vitamin shop and compare some more.

This is one reason why the copy selling health supplements through direct mail is so incredibly long – it needs to clearly differentiate the product from the competitive products the prospect has access to on the Web, in stores, and so on.

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But also, it needs to make a much more compelling offer – and that's why you'll see supplement offers trying to entice the prospect with a huge discount for volume purchases (i.e. a one year's supply or 12 bottles) … adding in lots of bonus reports … adding other free nutrient supplements into the offer for enhancement (like adding "heart minerals" to an offer for a CoQ10 product, so that the CoQ10 works better) … free shipping and so on.

These additional elements of the offer make it very different from what the prospect finds when he walks into a health food store – and different than almost all of the online sellers of supplements.

Again, being able to produce a strong, unique offer is only made possible by competitive research. But exactly how do you do it well?

Here are several guidelines:

1. Be thorough. No matter what you're selling these days, there's usually plenty of competition. So the first thing you want to do is completely list the name, product, promotional and purchasing info (where and how to order) of any competitive product you can find. Create a spreadsheet or at least a word document, so that you can inventory everything you find out about each competitor.

And when we say "promotional info" – we're talking about the ability to access that competitor's promotion(s). If you're researching on the Internet, the website URL will suffice – so that you can immediately go to the sales copy for that product. If you sell direct mail products, you want to save the direct mail packages of your competitors in a single place.

Remember, there's an art to balancing your level of thoroughness. You see, you want to dig up as many of your competitors as you can find … *within reason*. Put yourself in your prospect's shoes … if he's just casually surfing the Web for a product like yours … or reading his mail … or watching TV … which competitor's promotions is he most likely to see. These are the ones you have to worry about most. Because the simple truth is, if you have lots of trouble finding a competitive product – searching for hours and hours – chances are VERY slim that your prospect is going to find it either.

2. Compare features and benefits. Since you will probably already have a list of features and benefits completed for your product, this provides you with a golden opportunity.

What opportunity is that? Well, it allows you to systematically compare your product to the competition … feature-by-feature, benefit-by-benefit … and then

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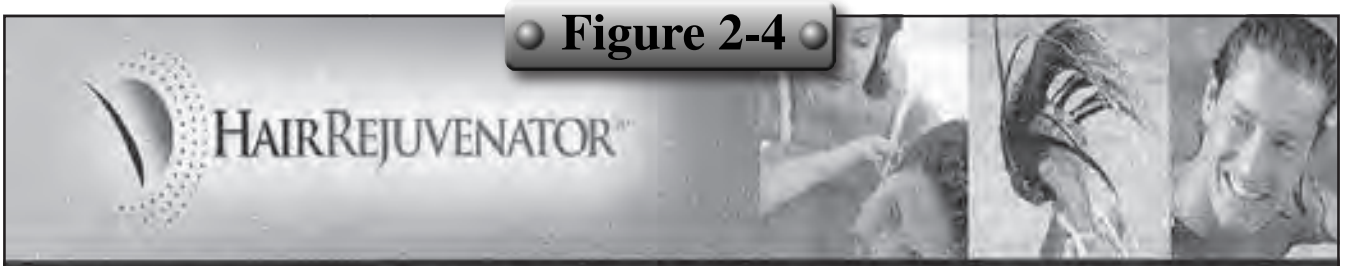
Figure 2-4



LaserHandhelds — Why We're Better

The Most Advanced Handheld Laser Hair Therapy Device Available To Date.

10 times the features and costs less than the competition. See for yourself why the HairRejuvenator™ is your best choice.

	HairRejuvenator™				Competitors		
	HandLaser3 36503A	HandLaser5 56503A	HandLaser7 76503A	HandLaser9 96503A	HairMax** LaserComb®	HairBeam**	Sunetics*** Laser Hair Brush
Number of Class IIIa/3R Lasers	3	5	7	9	1	5	None
Laser Total Output Power	<15mw	<25mw	<35mw	<45mw	<5mw	<25mw	N/A
Laser WaveLengths ±10nm	650nm	650nm	650nm	650nm	650nm	780nm	N/A
Direct Laser Beam Emissions	Yes	Yes	Yes	Yes	No	Yes	N/A
Deflected/Defused/LEDs	No	No	No	No	Yes	Yes	Yes
Cordless/Battery Operated	Yes	Yes	Yes	Yes	No	No	Yes
Auto Off Feature	Yes	Yes	Yes	Yes	No	Yes	No
Selectable Pulse Intervals	Yes	Yes	Yes	Yes	No	No	No
Selectable Power Intensities	Yes	Yes	Yes	Yes	No	No	No
Different Timing Modes	Yes	Yes	Yes	Yes	No	No	No
Memory Circuit	Yes	Yes	Yes	Yes	No	No	No
LCD Readout	Yes	Yes	Yes	Yes	No	No	No
Magnetic Therapy Option**	Yes	Yes	Yes	Yes	No	No	No
Vibrating Therapy Option**	Yes	Yes	Yes	Yes	No	No	No
Retractable Combing Pins	Yes	Yes	Yes	Yes	No	No	No
Sensory Option**	Yes	Yes	Yes	Yes	No	No	No
Continuous Time up to 60 Minutes	Yes	Yes	Yes	Yes	No	No	No
Money Back Guarantee	Yes	Yes	Yes	Yes	Yes	Yes	No
Number of Weeks to Return	28 Week*	28 Week*	28 Week*	28 Week*	20 Week	4 Week	N/A
Product Warranty	2 Year	2 Year	2 Year	2 Year	1 Year	3 Year	1 Year
MSRP	$299.00	$399.00	$499.00	$545.00	$545.00	$895.00	$399.00

*Unless guaranteed sooner. **HairMax LaserComb® are trademarks of Lexington Laserscomb IP AG, St. Gallen, Switzerland. HairBeam are trademarks of MKS Laser.

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make the prospect aware of how much better yours is.

For one such example of this, please look at **Figure 2-4**. In the very competitive "hair re-growth" market, this company was smart enough to simply research the features of the competitive products – along with the price – and then construct a very persuasive chart breaking down the difference. They're currently paying for very expensive banner and PPC ads that drive prospects directly to this page, so we're sure it's working pretty well for them. It's also very similar to the example you saw on **Figure 2-1**.

So why not strive to do the same? Even if you're product is not all that superior to the competition – and even if you have no intention of creating a graph like this – it's very effective to know exactly where you compare to the competition. It's the only real way to know your relative strengths and weaknesses.

Knowing where your product is superior (and inferior) than the competition also helps you understand what you should emphasize in your promotions. It helps you formulate your USP (Unique Selling Proposition) – which we'll discuss more in upcoming chapters – and it helps you position your product as *different* from everyone else's.

It also helps to answer key objections your prospect may have when considering a purchase. For example, if your supplement has 100 mg of vitamin E, but your competitor's product has 200 mg – you may want to address that in your copy with a statement like, "Sure, many of the products out there have 200 mg of Vitamin E – but the simple fact is that your body can only absorb 100 mg at one time. Any more than that is just going to waste – and taking up valuable space in your vitamin capsule."

See how that works? Once you study the competition carefully, you can often turn issues that seem like weaknesses into strengths. And you answer key objections in the process.

By the end of researching the competition, you should have a complete list of where you're superior (and possibly inferior) to them.. And by "superior," we mean that you either: a) offer features and benefits that your competition doesn't … or b) offer the same or similar benefits, but deliver them *more effectively*. Having this information on hand will be priceless later on in your writing process.

3. Carefully examine their advertising. We already mentioned the importance of having easy access to your competitor's promotions. The pur-

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pose of this is NOT to just have them on hand … rather, it's to carefully study them … their strengths, weaknesses, claims, proof elements and more.

We'll have entire chapters on the subjects of Proof … Benefits … Bonding … and more … and we urge you to continually study them. This is not only for the purpose of evaluating your own promotions, but your competition as well! Where are they weak on proof? Where is their benefit copy lacking? Do they fail to bond adequately with prospects? Does their copy lack flow and momentum?

Once you're crystal clear on the strengths and weaknesses of their copy, it's up to you to systematically make sure your promotion is better in all these areas. This is especially true in terms of your offer. You see, if your offer is weaker than the competition … even the best marketing probably won't be able to save you.

Remember, the keys to beating your competition are really simple: a) do your best to make your offer superior in every way … and b) outmarket them. Duh, right? When you have a better product and better advertising than your competition, you're obviously going to win in the long run.

And extensive, well-executed research – like you're learning right now – is really the only way to accomplish this.

Research Key #2: Know Thy Prospect

Once you've become much more intimate with your product, your offer and the competitive products out there, you're ready to delve deeper into your prospect – especially his thoughts, feelings, beliefs and behaviors.

Let me start off by saying that it's virtually impossible to know your prospect too well. In other words, most copywriters do not invest nearly enough time and energy into understanding their prospect.

But what does "understanding" really mean in this case? It's a word that gets thrown around so much, it really needs to be defined for our current purpose of writing a winning promotion.

So let's clarify: Understanding your prospect – in terms of direct response marketing – means being *fully knowledgeable and aware* of the key factors that will impact his ability to make (or not make) a buying decision.

Now, that's a mouthful. Here's what it means on an even more specific and practical level:

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1. Your prospect's **desires** – what he wants and doesn't want – must be known if you are going to persuade him to buy your product …

2. His **beliefs** affect his thoughts – and will determine how open he is to the claims you make, including whether or not he believes your product can help him …

3. His **emotions** are often what drive him – he buys because he feels a certain way … wants to feel a certain way … or wants to avoid an unpleasant feeling …

4. All of this influences his **behavior** – the real bottom line of persuasion. The more clear you are on his desires, beliefs and emotions – and the corresponding behaviors he has – the more you can match up your promotion accordingly …

So now you understand all this. But the real challenge is always going to be eliciting this specific information about your prospect – each and every time you write a promotion.

So let's go deeper into each of these areas – and how to get the information you need.

Let's look at some of the steps in knowing your prospect …

First, Use Plain Old Intuition and Common Sense

Although this may sound unscientific, don't worry, we'll go over more systematic ways to ensure you're on the right track about your prospect later.

What do we mean by intuition and common sense? Well, let's look at an example – if someone is considering buying an investment newsletter, you can reason that they're looking to make more money … and better preserve the money that they have. You don't need to read a million past promotions, or do 100 interviews to realize this.

It's common sense that these are desires of the investment newsletter prospect. Just like the heart supplement buyer wants to not worry about heart attacks and avoid medical emergencies … and like the Internet marketing prospect wants to make more money, while working less … and have income flow into his accounts on auto-pilot.

You get the point. When looking at your prospect, many of the desires he's going to have are easily inferred based on your understanding of human nature. In fact, the more you study people in general – attempting to understand their motives and behaviors – the better your marketing intuition will be.

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So that's step one. Look at your product … and the prospect that it's going to … do your best to put yourself in his shoes … and then think carefully about what desires, beliefs, emotions and behaviors YOU would experience. Think about what you would want in such a situation. For example …

Say you're promoting some personal development and "make more money" CDs. If you look at **Figure 2-5**, you'll see sales copy from a company that makes what are called "paraliminal" audio programs. These are CDs that you listen to and directly influence your subconscious mind. Like a cross between hypnosis, brain wave therapy and self-help affirmations – and all you do is listen.

Now, think about a self-help prospect – someone who's constantly buying books, products and attending seminars in order to improve his life. What would appeal most to him about this product?

Right off the top, you can guess that this prospect would LOVE the fact that he can just listen to a CD and … change his beliefs and thoughts … be positively influenced on a very deep, subconscious level … act differently … feel more relaxed and confident … experience greater levels of motivation and wealth … and do all of this without hardly lifting a finger.

Pretty appealing to just about anyone, right? So this initial brainstorm – which can easily be done based on some simple knowledge of the product and prospect – is often your starting point.

But, of course, this initial brainstorm is not enough. You're also going to have to get into the various subtleties of his desires … beliefs … emotions … and behavior.

From that point, you can become much more detailed and thorough. Let's review an example so you see what we mean. On **Figure 2-6**, you'll see a page from a promotion written by Parris Lampropoulos.

Parris is one of the absolute masters at systematically understanding his prospect and you can see why on this page. The promotion is for *Bottom Line Health*, which generally goes to older prospects (50+).

And what do many older people worry about when it comes to their health?

Well, one of their chief concerns is *osteoporosis*. Virtually every older person worries about it. What's more, they've been endlessly told by doctors and the media that they should take

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Figure 2-5

Two days later I received a call from a woman asking if we ever bartered for our courses. Back then we did. I asked her what she had and what she wanted. She said she owned a furniture store. I asked which one. She told me. *It was the store where I had been window-shopping two days before!* I asked what of ours interested her. She said, "The full $2,000 NLP training beginning the first of January," when I would be moving into the new apartment.

If you want to bring this kind of magic, serendipity, manifestation, wonderful coincidences, abundance, or whatever you call it, into your life, then you will want to consume the Seven Steps. You will want to capture every word of this CD and implement it with the same commitment, wonder, and passion that I did almost 15 years ago.

Every single day for seven weeks I applied the Seven Steps until they became part of my life. Even today, if I ever feel that I might be out of kilter, I pull out the notebook from that course and revisit the Seven Steps.

Paul, who also took the course, and I have kept in close contact with Bobbie and Dean since this husband and wife duo first taught us their serendipitous strategy many years ago. Paul worked closely with them to bring it to you on the fourth CD of the Main Course of *Abundance for Life*.

I have said many times that if this course doesn't bring value to you 10 times what you paid for it, return it for a refund. I make this offer unequivocally because of the proven power of the Seven Steps. With every cell of my body I know this works, and I know it will work for you.

You see, while listening to this CD, you will make Seven Choices, things that you want in your life, things that you absolutely cannot live without, things that will bring you complete joy, happiness, and peace of mind. It doesn't matter whether these choices include Health, Freedom, and Love, or a Mansion, Artwork, and Fancy Cars. If they will make you happy, that is all we care about.

On the next CD you will experience the most ambitious and moving Paraliminal session yet. While this claim might seem grandiose, just

wait until you hear the recording. It is 54 minutes of the *Labyrinth Experience*, where you will apply the Seven Steps to one of your Seven Choices. – You realize what this means, don't you? – Not only will you learn about the Seven Steps of Manifestation, you will make manifestation real for you.

Now that you can conjure up all that you need,

use "deceivingly simple and devastatingly powerful"

strategies to influence people around you

Until this point in your course, your focus has been on establishing a powerfully congruent inner universe, one in accord with natural laws that govern energy flow. You will have opened a flow beyond description.

Now you will shift outward.

I copied the "deceivingly simple and devastatingly powerful" phrase from a promotional email I received from someone teaching how to manipulate other people.

Sure, he can teach you how to manipulate others to:

- get the best deal on a car
- get a raise from your boss
- make anyone fall in love with you
- win arguments every time
- get people to do what you want

And so can we. We've taught classes like this in corporations, but no longer.

Going through life trying the get others to change and to do what you want, is tiring, wasteful, fruitless, and makes you old awfully fast.

On the sixth CD of the Main Course, you will learn a system of influence that is simple and potent, but it is a system that allows you to

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Figure 2-6

take herbs, folk remedies and other "unproven" cures that are frowned upon by the medical establishment.

They use these remedies to keep from catching infections. They use them to lower their cholesterol and protect their heart. They use them to get rid of aches, pains and stiffness. And they use them to prevent strokes, Alzheimer's and cancer.

Yes, conventional MDs across the country are taking these alternative remedies with great results. And all the while, they're keeping it a secret from their colleagues and their patients!

In fact, a recent poll found that more than 60% of doctors take nutritional supplements regularly, even though they don't recommend them to their patients!

Sadly, that's the way most doctors are. They'd rather keep these remedies from you than risk facing ridicule from their colleagues or sanctions from the medical board.

That's why I'm eager to send you a Special Report we've put together called *Healing Secrets Doctors Don't Tell You*. In compiling this report, we interviewed over 100 forward-thinking doctors who weren't afraid to speak out. They revealed dozens of "forbidden" cures that *they* use themselves to cure everything from high cholesterol to migraine headaches.

The information this Special Report contains is priceless. But with your permission, I'd like to send you a copy absolutely free. I'd also like to send you a free 3-month subscription to *Bottom Line/HEALTH* magazine.

Please understand that both these gifts are TOTALLY FREE. There are no strings attached. There's no obligation to buy anything, now or ever.

I'll tell you how to get your free gifts in a moment. But first, let me share some of these amazing healing secrets with you ...

Why Most Calcium Supplements Are Useless for Osteoporosis

For years, American women have been taking calcium supplements for stronger bones. Yet they continue to get osteoporosis in record numbers. Why? Because taking supplements is not enough. You also need to engage in weight-bearing exercise.

But here's good news: You don't have to lift heavy weights or do torturous aerobic workouts. Researchers have studied the effect of different activities, and they've found that one of the best bone-building activities is gardening! In fact, gardening was more effective than almost all the other activities studied.

Bonus: Because gardening is performed outdoors, your body is also exposed to sunlight, which produces bone-building vitamin D. Just make sure you apply sunscreen if you're going to be spending more than 15 minutes in the sun.

Doctors' Secret #1

The Cold and Flu Remedy That Fights Cancer

You've probably heard of natural cold remedies like echinacea, goldenseal and garlic. But here's one that's even better ... one that many doctors take every day to ward off all kinds of illnesses.

This amazing remedy boosts your immunity against colds and flu ...

... It kills all kinds of infections — from viruses to bacteria to fungal infections ...

... It helps heal bronchitis and pneumonia ...

... And it's one of the world's best ways to prevent cancer!

So just what is this miracle remedy? It's an ancient Chinese herb called *Huang qi*. But you probably know it by its more common name, *astragalus*.

Dozens of studies show that astragalus is a powerful immune booster that increases your body's production of T-cells, macrophages and NK (natural killer) cells. And recent studies show it's a potent cancer fighter, as well.

In one study, astragalus was able to restore immune function in 90% of the cancer patients studied! And in 2 other studies, cancer patients receiving astragalus had TWICE the survival rate of those who only received standard therapies!

astragalus root

The information published in this magazine is not intended as a substitute for personal medical advice. Before making any decision regarding your health, please consult a physician or other qualified health-care practitioner.

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extra calcium to protect and strengthen their bones. So this is a very specific belief shared by virtually all prospects: *I need to take calcium supplements in order to avoid osteoporosis.*

Parris, being the genius that he is, dug up research that proves calcium supplements do little or nothing to prevent osteoporosis. His headline in the little sidebar, *"Why Most Calcium Supplements Are Useless for Osteoporosis"* plays off this perfectly – the ideal way to seize his prospect's attention.

He also offers a very useful solution – rather than taking expensive supplements – all you have to do is garden!

This is one example of a very specific belief ("I need to take calcium supplements for osteoporosis") and desire ("I want a solution to the osteoporosis problem") … that are used to perfection in the sales copy. In this case, Parris is using the sidebar to give the reader immediate value – so that he keeps reading and feels indebted to the publication. Both will increase the chances that his prospect places an order later on.

How do you uncover these highly specific beliefs, desires and emotions? Here are a few practical steps …

Get to Know Real Life Prospects

Depending on the kind of promotion you're writing, you'll want to gather demographic info on your target prospect. In direct mail, established companies usually have what they call a "data card" that lists the average age, sex, income level, nationality and a few other things, sometimes including buying history for similar products.

This is a fantastic place to start. It allows you to begin seeking out real life prospects.

On the Internet, you may not be so fortunate, however. You may need to conduct customer surveys, talk extensively to salespeople and entrepreneurs that have been selling to your target prospect, go to events or seminars where you believe target prospects may be present, and anything else you can think of.

Once you come into contact with real life prospects, you can use the following ideas, principles and questions to guide you …

Desires. When it comes to your prospect's desires, it's often most helpful to think in terms of the problem he wants solved. This is true for several reasons. First, we as humans are as motivated by the avoidance of pain as we are the pursuit of pleasure. In other words, we want our most painful problems solved … *as soon as possible!*

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This means that the level of desire your prospect is going to experience is always directly related to the level of urgency found in the problem.

That's why Clayton's had massively successful promotions for products in the financial market that helped in times of crisis. And it's why he's had huge winners in the health market for potentially life-saving heart products like Oral Chelation – which removes plaque from arteries. These products solve *urgent problems* for the prospect.

This is also one of the reasons the business of selling dating products to men has exploded. The ability to meet women and mate with them (we're trying to say it as nicely as possible, so take it easy on us) is a biological desire that's very urgent for guys. It's why you have college kids with no money spending $3,000 for weekend seminars that teach them how to meet women.

So when looking at your prospect, here are some questions that will give you a clearer picture of his desires …

What's my prospect's most urgent problem regarding this issue? (by "issue" we mean whatever subject your product deals with – whether it's heart health, Internet marketing, golf or anything else.)

If he could wave a magic wand, what would he want more than anything else in this area? This is a very powerful question because it helps you understand the *ultimate outcome* for your prospect, so you can design and position your product and promotion accordingly.

Let me explain. Anyone who plays tennis – and experienced all the highs and lows that go along with playing that game – knows that the ultimate goal is to have a big powerful serve … a well rounded game with the ability to hit lots of winners (where you put the ball away without the opponent touching it), and to basically be able to crush the opponent with lopsided scores.

Knowing this is something your prospect clearly and intensely desires, gives you a huge edge in your promotional process. You know that the closer you can make your promises to this outcome, the more successful you're going to be. Many of the best copywriters … from Gene Schwartz to John Carlton … have developed the ability to figure out the dream outcome for the prospect and then promise that (in an honest way).

What does he most want to avoid? Remember, as humans we're motivated as much by pain as we are by pleasure. Often, we go through life running from the things that we're afraid or terrified

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of. So whatever issue your product deals with, get clear on what your prospect wants to move away from. If you're selling a joint product – it may be the pain and frustration he feels in his joints … and the lies from so many companies with products that don't work. With the financial prospect, he wants to avoid loss … to avoid getting screwed by the establishment … and more. These factors drive him every bit as much as the desire to make money.

Beliefs. As mentioned earlier, beliefs affect what your prospect thinks and how he perceives everything you say. This is crucial, because you never want to present anything that directly conflicts with your prospects relevant beliefs, or else you're going to lose him. He'll say, "I don't believe this" or he'll just simply feel turned off and not know why.

What does he believe fundamentally about the issue/problem? For example, does he believe his body can heal naturally from anything? Does he believe it's possible to get rich quickly in the stock market? Does he believe that investment newsletters are mostly useless – and that nobody really gets rich from them? Does he believe that it's no longer possible to make millions on the Internet, that all the good opportunities to make money have been taken?

What does he believe about the forces that affect this market? Does he believe that the government, crooked brokers and CEOs have the power to manipulate the market to their advantage? Or that drug companies and regulatory agencies conspire to limit his choices and ruin his health?

What does he believe about this type of product? Does he believe this product can work?

What does he believe about other editors or spokespeople in this industry? Does he believe that your type of company is trustworthy?

These questions are just starters – the more you think about your prospect's relevant beliefs, the more accurate you'll be.

Emotions. Obviously, the subject of emotions in marketing is enough to write entire books about. But we're not talking about all of that – our goal here is to just figure out what the prospect is currently feeling. Specifically, all the emotions he has relevant to your product and subject matter.

Once you're crystal clear on your prospect's relevant emotions – you can then work with them in more advanced

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ways, later on in your copywriting process.

Here are some starter questions …

How does your prospect feel when he looks for the kind of product you're selling? Is he intimidated and dreading the process? Or is he excited and looking forward to having a fun shopping experience?

How does your prospect feel about your industry? Does he assume that you and most of your competitors are honest? Or does he believe that he has to watch you like a hawk? Does he see your industry as glamorous? Or risky? Or mundane? How does he feel about the treatment he's received from you or your competitors in the past?

Of course, the answers to these questions will be constantly changing. Before 9-11 the investment market was rocking and rolling. But afterward it took a big dive because so many prospects felt like the industry couldn't really help them.

How does he feel when he reads your advertising? Are you talking to him about things that get him excited? Or fearful? Does he eagerly await your promotions in the mail or inbox? Or does he just feel lukewarm when he hears from you? Does he feel inspired and optimistic about the chances of solving the problem, or does he feel so negative and afraid he can hardly move?

How does he feel about your offer? Does he see it as incredibly fair and generous? Or does he wonder what the catch is, thinking that there must be some kind of trick that allows you to offer everything at such a low price? And does he think you're being honest about the urgency of the offer? Or does he feel you've manufactured the urgency to push them into buying right away?

These are all questions that you can directly ask your prospect, or at least begin intuit the answers to the more interaction and conversations you have with him. Just keep thinking about them as you get to know real life prospects and then begin to create and revise your answers accordingly.

And Don't Forget to Study Past Promotions – Especially the Winners!

There are other ways to elicit this information about your prospect. Studying past promotions in your market – particularly the winning ones – is one of the most important things you can do. No, you don't want to copy that past promotion! (The reason why it's a "past" promotion is because it's no longer working.)

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But winning promotions tell you a lot about the kinds of appeals (benefits) that work with your prospect … the kind or words, phrases and expressions that hit his hot buttons … the types of themes and ideas that your prospects in your market resonate with … and much more.

In fact, what you specifically discover from winning promotions is usually real, useable knowledge about your prospect. The kind of information that increases the chances of your message resonating with him.

That's the key thing to remember here: Information you discover about your prospect is only as valuable as it triggers his response – getting him to act when there's real money on the line.

So if you find that the most successful promotion to your target prospect emphasized three main benefits, then you can reason that these benefits are of utmost importance to your prospect. After all, they got him to whip out his wallet!

For example, on **Figure 2-7**, there's a former winning promotion for Dr. Dave Williams' *Alternatives* newsletter. This is a publication for prospects in their 40s, 50s, 60s and beyond – who are very dedicated to the natural approach. Yes, they want it to be backed up by science, but they want as little to do with the medical establishment as possible.

Knowing this, take a close look at the little blurbs below the "Proven!" column on the right … you can see that chief concerns for this type of prospect are targeted: Natural cures for cardiac concerns, osteoporosis, cancer, and Alzheimer's. In fact, experience with this type of health prospect will tell you that these are the CHIEF concerns for him.

See how valuable it is to study winning past promotions? If you're fresh to this market, this would give you a big head start on accurately knowing and selling to your target prospect.

And ultimately, it's always still smart to check in with a real life prospect and then confirm these benefits – anything that you uncover when studying past promotions.

Why? Because the whole point is *probability*. With each research step you take, you're moving more and more in the direction of *probable success*.

There are few certainties in life – and fewer in marketing! But the more information you gather in conjunction with your prospect, past promotions and everything else we've discussed here, the more you'll increase the probability of higher response.

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Figure 2-7

$6.95 Summer 2005

ALTERNATIVES

Dissolve artery gunk with...

An Enzyme Soak?!

Grow yourself a new digestive tract?

Cure osteoporosis with strawberries?

Just a few short years ago, authorities called these ideas outrageous—but now they're being hailed as strokes of genius! Suddenly, medical journals are bursting with brand-new studies, proving that the shockingly creative discoveries of Dr. David G. Williams truly deliver... *(continued on page 3 inside)*

Hailed by *TIME* magazine,

praised by a President, lauded by health professionals...

Dr. David G. Williams has been personally thanked by a President for his healing genius, and lauded by fellow health professionals as "the doctor who put the ALTERNATIVES in alternative medicine." His grateful patients include NFL stars, NBA heroes, famed ballet dancers...his cutting-edge newsletter has been hailed by *Time* magazine...and now, for the first time, he's revealing his most "impossible-but-proven" therapies in a 14-volume LIFESAVING LIBRARY that he insists on distributing FREE. *(continued on page 2 inside)*

Proven!

Dozens of studies and thousands of grateful patients now attest

"Yes, it works!"

"Critical" cardiac patient abruptly makes arteries absolutely clean. Angiogram shocks doctors. How on earth did she do it?...Page 4

98-year-old arthritis sufferer triumphs over pain, spurns drugs and delights younger wife by insisting on doing the cooking, cleaning and grocery shopping... Page 8

Osteoporosis "invalid" boosts bone mineral 7.8% in a matter of months, shuns walker and takes up bike-riding at age 75...Page 14

Cancer casualties cured of all tumor traces by vegetable therapy! Scientists scope, do biopsies, find no cancer cells anywhere...Page 15

Senile? Not these stroke victims! "Failing" patients open blocked carotid arteries, restore brain circulation, reverse memory decline immediately...Page 17

Plenty of proof in plain English inside, plus your 14 FREE GIFTS!

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This is the same mindset that all of the top writers have – they do all the little things that *cumulatively increase the probability of success*.

Research Key #3: Begin to Master Your Market

One of your final considerations in the research process is the overall state of your market. Let's define that a little more specifically for you: By "market" – We're talking about your group of prospects at large, and everything that affects them. This can include but is not limited to major news events, buying trends, time of the year and more.

Let's look at some of these factors for you to consider …

Major news events. This is something that Clayton has experienced time and time again. Especially in the investment market. It's easy to see why an event like 9-11 totally took people's attention off their mail, and why response rates cratered. Prospects were not thinking as actively about investment advice.

Other times, it may be that a new president comes into office (Reagan's presidency had a huge effect on response rates in the investment market) … or news of a scandal. In upcoming chapters, I'll show you examples from times where brokers scammed investors and created a wave of controversy. Or where supposedly "safe" drugs like Vioxx suddenly killed thousands of people.

These are the kinds of events that can and often do have a very powerful effect on your overall market.

And here's something crucial for you to remember: *What affects your overall market almost always affects your prospect.* In other words, the various market factors you'll analyze in your research will directly affect your prospects buying psychology. That includes all of the stuff we covered earlier: Desires, beliefs, emotions and overall behavior.

So think very carefully about what current events may be affecting your target market. You can do this via the newspaper or magazines dedicated to your niche – and then jump onto Amazon or head over to Barnes and Noble to research these publications. Be sure to scour ALL the most recent, most popular books and magazines related to your target market.

And don't forget your good friends at Google! Brainstorm a list of key words related to your market niche and then Google them. Do any news events come up? Read the articles and see how people in your market are being affected. Think carefully about how

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your prospect's psychology may be specifically altered or impacted by these events.

Buying trends. The concept of "buying trend" is admittedly broad, so we'll narrow it for our specific purposes. What this is really referring to is the *observable patterns of buying behavior you see in your target market*.

For instance, we've talked quite a bit about the investment market in this chapter and in previous ones. One example of a buying trend in this market is that prospects are buying investment services less and less through the mail, while numbers are growing online. Investment prospects are becoming much more open to watching Internet videos, opting into lists and paying for services online.

Another example of a trend is one we're all seeing on the Web right now – the power of big product launches. If you're involved in Internet marketing at all, you've probably seen these events. They typically begin with an announcement and event, including some sort of valuable free content – a special report, a money making video, a free interview, etc. Then there's a series of e-mails that build up the value, benefits, anticipation of the related new product being released.

These launches have generated massive sales for the marketers who've executed them properly. It's a powerful trend in the market – directly related to observable buying behavior of the prospect. Knowing this allows you to modify your approach accordingly.

Along these lines, think about the following questions …

» In what ways are my prospects most comfortable buying right now? Mail? Internet? In store?

» What kinds of offers are they best responding to? Soft offers? Installment offers?

» What kinds of products are they most excited about? High ticket products? Monthly continuity offers? Live events?

» What formats do they prefer most – Internet video, MP3, DVDs, teleseminars?

You can see an example of the power of format on **Figure 2-8**. This is what's called a bookalog (a small promotional booklet that appears to have real value) – and it costs less to mail than the large tabloids that have been highly successful in recent times. But with mailing costs shooting up, response has often been better with these little bookalogs.

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Figure 2-8

Why I Decided to Write this Book

Dear Reader —

This book has one purpose: To give you the full details on a unique way to make a lot of money in America.

You see, most Americans are lucky to make 10% to 12% a year using stocks, bonds, and mutual funds.

What they don't know is that there are much, much better ways to invest — with much less risk — that can return 8-10 times as much... in only a few months.

Rich people figured this out decades ago...

One thing wealthy investors often do, for example, is to buy a private company... own it long enough to pay themselves a big dividend or two... and then sell it to the public on the stock exchange.

The wealthy private investors double their money in a few months' time — **without ever** risking a nickel.

Of course, taking a private business public is just the beginning. The truth is, there are lots of ways the super wealthy have an advantage over the regular guy.

There are also things like debt convertibles... leveraged buyouts... spin-offs, etc. — which can pay an investor about 20-times what you could get from a normal stock or mutual fund.

I wrote this book to show you how you can get in these same deals — on equal terms — for free. You could make 1,000% over the next few years. You could literally turn $1,000 into over a million over the long term. As I'll show you, this has happened before.

I don't blame you for dismissing this proposition out of hand. Why in the world would the richest investors allow you to participate in their deals? And even if you could get in, why would they let you participate for free?

Well... that's why I wrote this book. The answers are all inside.

You see, over the last 12 years I've helped thousands of Americans make better investment choices.

My research group now has more than 300,000 subscribers in 130 countries. It's no exaggeration to say I've probably seen every investment under the sun. And nothing — not real estate, mutual funds, hedge funds, and certainly not regular stocks — compares to the power of investing with America's top secret Investment Societies.

The best part? Once you discover how to join, they're legally required (and happy) to let you in, no matter how little or much you want to invest.

If you take the time to read this book, I believe you'll soon agree with me: There's simply no better or safer way to make money in America today.

Porter Stansberry

P.S. I think you'll be shocked when you see the power of these Secret Investment Societies. **I'll introduce you to one more, for example, who turned every $100 she invested into $1 million.** The details are in the next section...

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This is an example of a trend that you must be aware of if you want maximum success working as a direct response pro. And they can only be known through meticulous research.

Of course, these considerations and questions are just the tip of the iceberg. And they'll vary according to your market. But the benefit to asking them is priceless – because the answers allow you to structure your product and promotion in a way that virtually guarantees higher response.

Competition and timing. We've covered competition already in this chapter, and it's absolutely crucial that you closely study your competitors to understand your market. You see, your competitors become successful largely by adapting to the market – finding out what *works*. So modeling strong elements of what they're doing – particularly anything that's based on test results – is almost certain to work for you too.

Again, just think about the product launch phenomenon. There was a time when few of the Internet marketers – even the top ones – used this process. But by taking note of the competition, it became obvious to smart marketers that this approach was working and should be modeled.

Virtually every industry presents opportunities similar to this – and it's critical that you study your market, your competition and then model your approach accordingly.

On top of this, you've got to consider the *timing* of everything you do. Again, the Internet product launch trend is a perfect example of where timing is crucial.

With this trend taking off, more and more marketers are planning and executing large launches. But with these guys sharing many of the same e-mail lists, it can be disastrous for your launch to be happening at the same time as many others.

Why? Well, it's easy to see that if your product launch has to compete with several others going on at the same time – response is going to suffer. So time your campaigns, launches and promotions in a way that are going to give it maximum visibility and impact.

The same goes for not competing with holidays and other hectic times of the year. Launching or aggressively promoting a product around a major holiday is often going to hurt you – unless your product is designed for that holiday or season.

So as you research and think about timing, consider the following …

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» What's the ideal time for my product to be promoted?

» Is there anything happening right now – or during my planned promotional period – that aggressively competes for my prospect's attention?

» What competitors are promoting similar products right now? Is there any way to improve upon their timing?

This Is Only Just the Beginning!

We wish we could tell you everything you could possibly consider during your research phase, but that's just not possible. Instead, we've tried to give you a very solid foundation that will enable you to adjust to every assignment, market, and prospect you encounter.

Also, research is not something that only happens at the beginning of your project. It's the process of collecting ALL the necessary information for writing a successful promotion – no matter what. And in that sense, you're going to be collecting info *throughout* the majority of your writing process.

For example, we wrote almost nothing in this chapter about proof, but it's something that you're going to have to research and gather according to the benefits you've selected. Fortunately, you'll have a chance to do that in Chapter 5 on Proof and Credibility. Combined with what you've just learned, you'll be able to gather the most proof possible – *and the best proof possible!*

The same goes for many of the other elements you'll encounter in this course – you're going to be constantly gathering additional info for your Guarantee, Theme, Closing Copy, Body Copy, Sidebars, E-mail Copy, Benefits and so much more – it never really ends until your polishing your final draft!

But the good thing about what you've learned here is that it really allows you to get your projects started on the right foot. When you have a very solid understanding of your product, prospect and market – it puts you well ahead of most other marketers. And your chances for success are much, much higher as a result.

Got it? Good.

Now go do some research.

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2

Research

Research is the foundation and basis for everything in your copy. Plus it's the best way to get started and get your first words on the page.

1. Create a "Research Document" to organize your research data into a single location. It can be a simple word document. The point is that you've got a running document that you can add to whenever you find a useful, fact, figure, benefit or anything else – whatever you find that you might use later on in your copy.

   (This document will eventually become your rough draft, so treat it very valuably – and make sure you back it up!)

2. Research steps to follow and apply to your promotion:

   I. Thoroughly study your Product or Service …

      a. Features

      b. Benefits (We'll be creating an in-depth spreadsheet that organizes your benefits in Chapter 4.)

      c. Your Offer

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d. The Competition

i. Thoroughly compare features and benefits.

ii. Carefully examine their advertising.

II. Know Thy Prospect (Fill in the blanks with the starter questions to ask about your prospect or ask your prospect directly. You can use much more than the lines provided – just add both your questions and answers to your research document.)

a. Desires

i. _____
_____
_____

ii. _____
_____
_____

iii. _____
_____
_____

b. Beliefs

i. _____
_____
_____

ii. _____
_____
_____

iii. _____
_____
_____

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iv. _____
_____
_____

c. Emotions

i. _____
_____
_____

ii. _____
_____
_____

iii. _____
_____
_____

iv. _____
_____
_____

d. Behavior – What tendencies for action has your prospect displayed? What behavioral patterns – related to what you're selling – is he likely to repeat?

e. Get to know real life prospects. How many will you speak with about your product or service?

_____

III. Begin to Master Your Market.

See what you find out about:

a. Major News Events.

b. Buying Trends and Desires.

i. What are the ways the market is most comfortable buying?

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ii. What kinds of offers?

iii. What kinds of products?

iv. What are the preferred formats?

c. Competition

d. Timing

Now with all this valuable information about your promotion, you're ready to address the power of your Offer.

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Quick-Start Copywriting System

3

Make 'Em an Offer They Can't Refuse!

In this Chapter …

- Why most marketers approach their advertising ALL WRONG – and the simple tweak to how you begin your promotions that puts you miles ahead of everyone else …

- The ten most functional direct response offers. You'll discover when each one works best, and exactly how to use them …

- How the "5W1H formula" can help give you the clearest, most compelling offer in your market (remember, he with the strongest offer almost always wins!) …

- And so much more!

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It's one of the three most important factors of direct response success.

Even with pathetic copy, getting this ONE part of your promotion right can send your sales through the roof. But get it wrong and you'll probably fail, even if your copy runs circles around Gary Bencivenga on his best day.

We're talking about your offer, of course. Your offer – the sum total of what your prospect gets when he responds – is the absolute foundation of any direct response promotion. That's why you must be 100% CLEAR on your offer before you do anything else – especially before you write a single word of copy!

Not that you can't tweak your offer as you go. Sure you can. It's just that clarity about your offer – before you begin – will make your writing process infinitely easier, more potent and effective overall.

This is precisely why Clayton trains his copy cubs to work on the offer first. He does it personally with his own clients and has for decades.

You see, when you address the offer your client or company is making, first and foremost, the following happens:

» You can quickly judge where you stand versus the competition …

» This allows you to make an informed decision about whether to take the assignment, whether to launch the product, or whether crucial changes must be made before proceeding …

» Your copy lacks the vague, fuzzy feeling that plagues most writers – and it takes on a whole new level of clarity and precision …

» Because your writing is clear and organized, it's infinitely more persuasive – which also means your response, sales, profits and income inevitably rise …

How to Quickly Set the Foundation for a Winning Promotion

Your "offer" is the sum total of what you're putting on the table. In other words, *everything* your prospect gets when he buys your product.

So that there's absolutely NO confusion about this, we'll define it explicitly …

Your Offer = Main Product + Premiums (Free Bonuses) + Price + Delivery Details

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What this equation means is that your offer is the combination of: a) Your main product … b) Any premiums or free gifts you're including … c) The price you're charging for everything … and d) How all of this is going to be delivered to him.

Here's what the details of an offer would look like:

*****

» 2 year Subscription to *The China Strategy* for $199. You save 50% and receive:

» 24 monthly issues of *The China Strategy*

» 104 weekly briefings e-mailed to you with detailed updates on our stocks and the market

» Flash Alerts e-mailed directly to your inbox anytime there's urgent buy or sell action to take

» Full use of our protected client-only website

» PLUS, you'll receive 7 FREE research reports:

» *China's Golden Age of Entrepreneurs – 5 companies and their visionary leaders, able to double your money in a year or less*

» *China: Bull in the Energy Shop*

» *Made in China: US Businesses Cashing in on the China Miracle*

» *The Biggest Scandal in Investing History*

» *Hot Commodities for China*

» *Doublers in the Download Deluge*

» *The Biggest Bet*

» All delivered to your door via first-class US Mail.

*****

See, that's a clear offer: You know the main product (*The China Strategy* newsletter, including the e-mails and website that comes with it) … the premiums (the seven FREE research reports) … you know the price ($199) … and you know the details of delivery (the updates will be delivered via the website and e-mails, while the newsletter and premiums will arrive via first class mail.)

While it's not rocket science, you'd be surprised by how many marketers and copywriters start working without knowing all the details of the offer they're going to be making. And unfortunately, they NEVER get 100% clear – which prevents their copy from being as strong as it could be.

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We don't want that to happen to you. So, be as clear with your offer as you see above. Use the tools you're getting in this chapter.

We're willing to bet that you'll blow your client's mind when you can speak to him frankly, intelligently and clearly about his offer. If you're an entrepreneur, you'll be even more amazed as these offer secrets open up a whole new world of possibilities for your business.

If Copy Is King, Your Offer Is Queen

You've heard the phrase "behind every great man lies a great woman" … well, the same can be said that *behind every great piece of copy lies a great offer.* In fact, your copy can ultimately only be as good as the offer you're making. Sure you may be able to romance ice to Eskimos, but it's still just a bad deal. In the long run you'll lose.

In fact, it's been Clayton's experience, and that of others like Hall of Famer Gary Bencivenga, that your offer is the third or fourth most influential factor when testing a promotion. (Behind the list you're selling to and the headline.)

This makes sense when you think about it. Time and time again we've seen mediocre copy successfully sell a great offer – while world class copy had trouble selling a lousy offer.

Knowing this, Clayton's developed the habit of getting clear on his offer – just like you saw in the earlier example – BEFORE jumping into the nitty gritty of writing his promotions. You see, the offer is *what you're actually selling* – it's the foundation of everything you do.

When you don't have a clear image of the offer before writing, the entire rest of the promotion feels vague and fuzzy. This is something he has talked about repeatedly, because it's a problem he's seen in virtually every young writer he's mentored.

So what makes up a good offer? And how do you take a weak offer, and transform it into one your prospect simply cannot refuse?

Before we answer these questions, let's take a quick look at …

The Most Popular Types of Direct Response Offers

What follows will cover most of the types of offers you'll deal with as a copywriter, marketer or business owner:

Hard offer – This is the classic "money upfront" offer, it demands the prospect pay in full before he receives the product. Most newsletters in the

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health and investment fields require that the prospect pay upfront. Supplements virtually always demand that the prospect pay upfront. Most physical products use this type of offer.

Soft offer – In contrast with the hard offer, this is the "send no money now" type of offer made by many book publishers like Rodale and it's sometimes done with newsletters. For example, Boardroom sells all their books and newsletters on "soft" offers.

As you may guess, the advantage of a soft offer is that prospects are more likely to "try out" the product when they don't have to front any money. It reduces their risk, their barrier to entry, and it allows the copywriter to use the powerful word "free" much more frequently in the copy, because the prospect can indeed try it free.

For example, **Figure 3-1** shows you exactly what this looks like.

The downside of the soft offer is that it takes more intense planning and calculations to make it work. You've got to look at the lift you get in response (versus asking for money upfront) and compare that to the amount you lose from people not paying up. There are more advanced ways companies like Boardroom use to calculate a prospect's willingness to pay, but that usually won't be your concern as a copywriter or marketer.

Soft offers are especially powerful when: a) you've got an amazing product that you simply must get into your prospect's hands (and you believe very strongly that once he tries it, he'll be blown away) … and b) your competition is not using them. Dating Guru David De Angelo (whose real name is Eben Pagan) built the most successful dating advice company on the Internet by making soft offers, billed in installments. With no one else in the market doing that, his sales absolutely exploded. The competition has never caught up.

Negative option – You've seen this before, it's the whole "bill me 'til I cancel" offer made by people like Columbia House, Blockbuster Video, Dan Kennedy and many more. Often, it's made in conjunction with a soft offer – "try it free for a month and then you'll be billed $XX.XX each following month."

The advantage of this kind of offer is HUGE – it creates an automated monthly stream of income for you. Just look at a company like Blockbuster. They went from having random, unpredictable sales from each of their customers … but now, with their monthly unlimited rental program, they've got

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Figure 3-1

Insider Secrets You Never Knew Existed

Bankers often get their personal mortgages for far below the prime rate. Why should you pay more? *Car salesmen* get their own cars at factory-direct prices—and *save* $5,000 to $15,000. Don't you deserve the same discount? *Real*

can't they do the same for you?

Don't you think you deserve the very same advantages enjoyed by industry insiders and the superrich? Of course you do. And that's why you need THE BIG BLACK BOOK. You see, we reveal the trade and industry secrets that no one wants you to know.

Now, I won't pretend to know what you do for a living. But I do know that collection *all do.*

Now Suppose You Knew Everyone Else's Secrets, Too

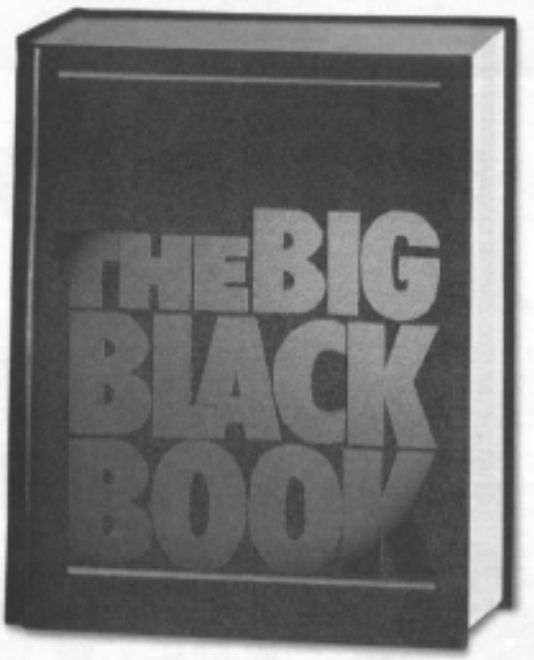
You'll find over a thousand such secrets in only *one* place—THE BIG BLACK BOOK. And just imagine what these secrets could mean for you.

No matter what you bought. No matter where you went. No matter what you wanted. You would always have the *inside* track.

- ☐ **You could drive a Mercedes-Benz and pay less than the cost of a Ford or Chevrolet.** How? *Because you know what car dealers know.* (Page 166)
- ☐ **You could take a monthlong vacation completely free of charge.** In fact, the tour operator

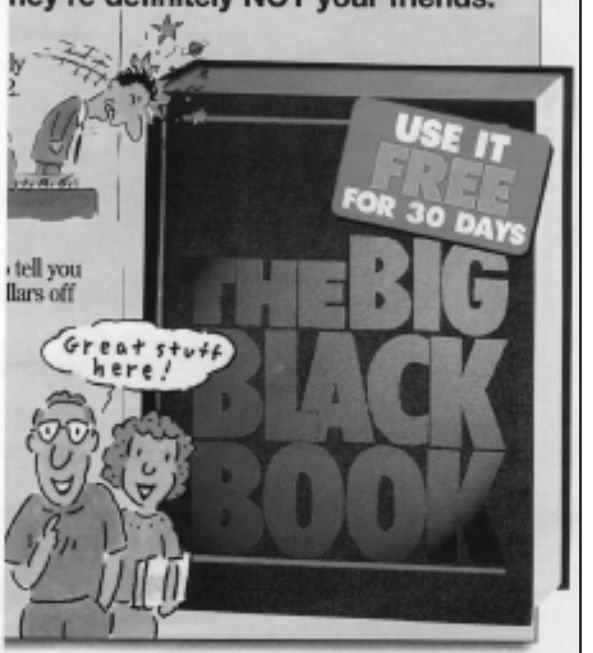
(Over, please...)

FREE!



d" And Most n America!

salespeople, stockbrokers. Plus, after your money. Sure, they may hey're definitely NOT your friends.



tell you llars off

YOU—and a strictly limited number of individuals in your area—are invited to inspect THE BIG BLACK BOOK for 30 days absolutely FREE.

All the typical obligations you might expect have been removed. The publisher has generously agreed to pay for your free "hands-on" trial.

To participate, return this FREE PREVIEW CERTIFICATE. Respond within 10 days and you will also receive *Best-Kept Secrets in America* as a free bonus gift that's yours to

Yours FREE
just for returning the Preview Certificate

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a much more consistent, predictable stream of revenue. It's literally saved their business, allowing them to fight back against their biggest competitor, Netflix. It's all in the offer.

Installment offer – An installment offer can be either hard or soft, and it's most often used on products with higher price points. For example, Clayton offered a $1,250/month installment plan for his $5,000-a-seat Power Marketing Summit that made it much more affordable for some people.

In cases like this, because the initial required investment is lower, it allows more prospects to buy. This can lead to increased response and overall revenue. But like with the soft offer, you often must carefully calculate the credit worthiness of prospects. Also, your upfront cash flow is obviously reduced.

But the fact that you're seeing installment offers more and more online is a good sign that they're actually working.

Charter offer – This is when you first launch a product or service and offer an initial one-time discount. Many newsletters extend an initial low price that will never be offered again. This is especially strong when you stick to it, giving your offer an added sense of value and urgency.

Exclusive offer – Just like it sounds, you make an offer to a select group not made elsewhere. One example is if you make a special offer to just one list. This makes the prospect in that group feel special, and raises the perceived value of the offer due to increased scarcity.

Limited offer – By limiting the supply of your product, you often make it seem more scarce and valuable. Prospects worry that others will get something they don't, and consequently respond with greater urgency. The trick is to calculate what you believe will be the maximum number of units sold, and then cut off your sales right at that number.

Limited-time offer – Putting a deadline on the end of the offer you make adds an intense urgency element. The prospect often becomes much more worried that he'll miss out. This is especially true when both the supply and time is limited. Some of Clayton's most successful house file promotions – some that have sold eight figures in a matter of a couple months – took advantage of this type of offer.

One-time offer – This is yet another way of limiting your supply, and ramping up the urgency and demand for your product. Perhaps you have a product that's time-sensitive and makes

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sense only to be offered one time. Or perhaps you plan on changing or repurposing your product. When this is the case, make sure your prospect is fully aware that he'll never see this offer again.

Meeting qualifications or conditions – Forcing the prospect to "qualify" for your offer makes it appear more valuable, but for different reasons than the other types. Instead, it helps your prospect to feel more special – like he's got to work and 'prove' that he deserves to own your product or participate in your service. Because what you're offering is not open to everybody, it automatically becomes much more desirable and attractive.

NOTE: As you might guess, many of these different kinds of offers can be mixed and matched for an incredibly powerful effect. For example, you can do a one-time, soft offer that can be paid in monthly installments. You can limit the total number of products you'll sell and then you can have a strict deadline where no more can be purchased.

As we'll learn throughout this chapter, there's no magical formula you should follow. It's always about tailoring the offer to your prospect and outbidding your competition.

Use the 5W1H Formula to Clarify Your Offer

In journalism, they have a "5W1H" formula that stands for …

Who …? As in who committed the crime?

What …? What did he or she do?

When …? When did it happen?

Where …? Where did it happen?

Why …? Why did this person do it?

How …? And finally, how exactly did it happen?

Why is this taught to journalists? Simple: Because when a journalist repeatedly asks these questions, he will quickly acquire everything he needs to know in order to write a pretty darn good article. These questions do an amazing job of covering what we humans are interested in.

Coming up with a red-hot offer is no different. Well, actually it's *slightly* different. We recommend you change the order of these questions slightly for maximum impact.

For example, when it comes to your offers, think about them like this …

Who …? Who is your prospect? And who the heck are YOU to be making this offer?

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What …? What is the offer in simple terms? What does the prospect get for saying "yes"? What is my competition offering?

Why …? Why are you making this offer to him?

Where …? Where is this offering going to be visible? Where will the ads be placed? And where is this market at in terms of its trends, psychology and more?

When …? When is the best time to present your offer? When should you launch your campaign, website, send out e-mails, or anything else?

How …? How are you going to deliver this offer? This is a question of format.

Now let's take a look at a real promotion, running it through these questions. We'll do it for an Agora product, a newsletter called *HSI* (*Health Sciences Institute*) – which is a member network of doctors, researchers, practitioners and patients looking to get privileged access to the cutting edge natural cures and remedies. You can see the offer on **Figure 3-2.**

Let's look at the "Who?" questions …

"Who is the prospect?" In this case the prospect is a man/woman interested in alternative health remedies and cures. The age of this prospect will generally range from about 40 to 70, although there are certainly exceptions. Typically, this prospect will have purchased a similar health product before – another alternative health newsletter, a health book, nutritional supplements and so on.

Psychologically and emotionally, this prospect is very concerned if not outright worried about chronic diseases … distrusts and may even be outright angry at the medical establishment … self-medicates himself and has an innate sense of optimism and hope there's a natural solution to any and all of his health woes.

Okay, that's enough for now. We could go deeper, but that's your ongoing task – both in the research phase and throughout your writing process. And you got the tools you need to accomplish this in Chapters 2 and 3.

Right now, the important thing is that you have a clear vision of who the offer is going to. Let's look at the next question …

"Who am I to be making this offer?" This question addresses your credibility and uniqueness – what makes you uniquely qualified to be delivering a solution. Much of how you'd arrive at this info was covered in our last chapter.

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Figure 3-2

...embership Certificate

DHS0706-RPLY

I want to dodge the lies, eliminate even my toughest health problems, and move up to a *higher level of living*...

YES I'm taking you seriously on your money-back guarantee to provide me with life-giving information on cures for problems I may have with heart disease, stroke, cancer, high blood pressure, arthritis, diabetes, overweight, Alzheimer's, or aging (like once-a-year sex!) Your 9 benefits of membership sound good to me, so sign me up with full privileges.

❑ **$49** (Regular price $74. You save $25.) Start me off with a 1-year membership in HSI. Send me pronto my collection, *The 50 Very Best Solutions for the Worst Health Problems of Today,* your complete source of the very best way to stop each of the 50 biggest health killers without resorting to drugs of any kind. (021)

❑ **$79** (Regular price $148. You save $69.) I can add, and I'm smarter than your average bear. So mark me down for 2 years and send me *The 50 Very Best Solutions for the Worst Health Problems of Today.* (022)

❑ I'm under the wire—responding in less than 2 weeks. Send me promptly your 2 extra bonus gifts.

Payment:

❑ Check or money order made out to *Health Sciences Institute*
(MD residents please add 5% sales tax.)

❑ Please charge my:

❑ VISA ❑ MasterCard ❑ ❑ DISCOVER

Card # _____

Expires_____/_____ Signature_____
(Credit card orders only)

Phone # _____
(In case we have a question about your order)

❑ **FREE e-Alert service for new HSI Members!** Please sign me up for HSI e-mail alerts, so I can start receiving late-breaking news and lifesaving updates from your network of health insiders. (We respect your privacy. We never share your e-mail address and you can unsubscribe from this service at any time.)

E-mail _____

REPLY TODAY! If enclosed postage-free envelope is missing, send to
ORDER PROCESSING CENTER • Health Sciences Institute
P.O. Box 925 • Frederick, MD 21705-9913

T1/12 T2/24

CIR-P

YOUR RISK-FREE GUARANTEE

• **YOU'LL GET IT FIRST.** Your *HSI Members Alert* and The 50 Very Best Solutions for the Worst Health Problems of Today give you first word on today's most lifesaving breakthroughs. We also negotiate *preferred access* for our Members when supplies of new treatments are limited.

• **YOU'LL GET IT FAST.** As an HSI Member, you'll also get *up-to-the-minute e-mail alerts,* with late-breaking health news and lifesaving follow-up research on past articles.

• **YOU'LL GET IT RIGHT.** For each treatment, we'll describe step-by-step exactly how it's used. You'll also be provided with details about research, clinical trials, patent experiences and more.

• **YOU'LL SAVE MONEY.** We have secured deep discounts for our Members on cutting-edge formulas from top-rated sources like NorthStar Nutritionals. *These alone could save you hundreds of dollars.*

AND YOU'LL LOVE YOUR HEALTH RESULTS...

Or get your money back. If for any reason you're not delighted with your Membership benefits, simply drop us a note to cancel your Membership, at any time. We'll send you a prompt and courteous refund on all unmailed issues. KEEP YOUR FREE GIFTS. And thanks for trying us!

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In the case of this product, I'll take an excerpt directly from the promotion …

*****

IT COULD TAKE UP TO 17 YEARS for discoveries like these to reach doctors and hospitals!

But I'm happy to say there's a new system now and it's custom-designed to serve you …

Thanks to the courageous doctors & researchers of HEALTH SCIENCES INSTITUTE (HSI)!

HSI is a medical network unlike any other in the world. It includes many of the most famous names in the world of alternative medicine. Doctors and scientists who are on the cutting edge of natural healing and research …

And they all came together because they care deeply, not just about science, *but about you.*

The HSI network bypasses the bureaucrats, and passes the breakthroughs *directly from the scientists to you***.**

It's a partnership unique in the history of medicine. At last you'll get the breakthroughs your loved ones need, not next decade, not next year …

But instantly. Well before health gurus who often are not involved in the actual discoveries.

And when I say "discoveries," I *don't* **mean GINKGO and BROCCOLI SPROUTS**

I promise you, the breakthroughs in this report are so much more powerful, they leave best-selling drugs and supplements in the dust.

And there's so much to tell you about. Because our Advisory Panel is truly global. They're everywhere medicine's happening. Down in South America, over in Japan, in Europe, here in the USA …

No single health guru could possibly stay on top of so much, right as it happens.

The HSI network is 90,000 strong now *and getting stronger every day*

*****

See how this piece of copy clearly

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conveys the credibility and uniqueness of HSI – the organization making this offer? That's what you want. You don't need perfectly polished copy at this stage, but doing this should give you a clear sense of why you or your client is uniquely qualified to be making the offer.

Once you've gotten the credibility elements that make you uniquely qualified down on paper, you can later rework them into compelling copy.

Now let's look at the "what" questions …

"<u>What</u> is the offer in simple terms? <u>What</u> does the prospect get for saying yes? <u>What</u> is my competition offering?" First, let me show you the clear offer they're making …

*****

» **The HSI Monthly Print Newsletter** – 12 issues in all – written by some of the leading experts on our team

» **Monthly HSI Member Alerts**, briefing you on the most important new discoveries

» **HSI Advanced Healing Collection** – 10 volumes in all – FREE!

» **Exclusive Access to Our Expert Panel** – via e-mail, fax or phone

» **Instant E-mail Health Alerts** on breaking news

» **Two Additional Bonus Special Reports for Fast Replies** – *Today's Vital Health Secrets* and *Secret Germ Antidote.*

» All for $49. Or $79 for two years. Or $89 for three years.

*****

This is a clear breakdown of the offer – it's exactly what the prospect gets for saying "yes."

And what about the competition? This is such a fun, enlightening practice when you really start looking at all kinds of offers! For example, one of our clients offers an alternative health newsletter (*Easy Health Options* by Dr. Jay Cutler) where the prospect gets a monthly print newsletter … access to an expert staff … e-mail alerts as warranted … but here's where it starts to get interesting.

For the one-year subscription, the prospect gets the newsletter and the other stuff, plus three FREE reports for $39. Plus, if the prospect phones in his order within the next 10 days, he'll get three more. So it's about equal to the HSI offer – a little less expensive but we believe the HSI reports appear to be a little longer and more robust.

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But surprisingly, for two years, he gets 14 total reports – plus the extra three for phoning in his response within the next 10 days. That's 17 in all, for $69.

You can see the complete visual breakdown on **Figure 3-3**.

So on a pure offer level, the offer for *Easy Health Options* is clearly stronger. However, the caveat to this is that HSI has a more unique position, USP and stronger credibility overall. So the prospect making the choice between the two is going to have to think about what he values most – is he so excited by HSI's powerful network and system that he's willing to pay more – and get less free stuff? Perhaps.

This happens all the time. We don't just look at quantity, we look at quality as well. Sometimes price isn't that much of an issue if the prospect values something enough.

Our point is that closely evaluating both your offer and the offers of your competition is one of the single most powerful things you can do early on. We discussed this in Chapter 2 on Research, but we just can't stress it enough.

Knowing you have an incredible offer – the best in your industry – will give you amazing confidence. And it will influence your decisions about how aggressive you can be with your guarantee, the costs of your advertising and so much more.

Now for the "why" question …

"Why are you making this offer?" Above and beyond the obvious answer – that you want to sell a product that makes money for your company – go deeper into the reasoning for why you're making this offer to your prospect. There are literally TONS of possibilities for this …

» If you're offering a heart supplement or heart health newsletter: Maybe it's because you lost your mother to heart disease – which could have easily been avoided – and you've vowed to help others learn safe, inexpensive, proven alternatives so that they don't have to experience the same pain you did.

» If you're a marketing consultant: 95% of all small businesses fail within the first three years – their hopes and dreams washed away. And you don't think it should be that way. You believe – and have seen throughout your career – that a small business which relies on proven direct response marketing principles can grow as aggressively as it wants, making plenty of mon-

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Figure 3-3

"I've seen lives devastated by bad medicine. I was one of the victims and I NEVER want it to happen to you. Here's my personal promise to you."

In each and every each issue of *Easy Health Options*, I show you how to:

- ✓ Safely get off dangerous drugs
- ✓ Experience genuine healing —not just mask your health problems
- ✓ Show you step-by-step how to use natural remedies for optimal health
- ✓ Help you restore wellness—and prevent future health problems
- ✓ Get to the real cause of your illness—not just mask your symptoms
- ✓ Discover safer alternatives to dangerous prescription drugs and surgeries
- ✓ Feel better and experience abundant energy!

If at any time you are not 100% completely satisfied with *Easy Health Options*, just cancel your subscription and get a FULL refund! Can I be any fairer than that?

And of course, all of the Healing Reports you receive are yours to keep—as my way of saying thanks for giving *Easy Health Options* a fair try.

Michael Cutler M.D.

For fastest service call toll-free:
1-800-523-5593

Ordering Easy Health Options is as easy as 1... 2... 3!

By phone—for FASTEST service! Just call 1-800-523-5593 to guarantee you'll receive all your FREE gifts! Please have credit card handy.

By Mail. Just fill out the order form and mail it back in the postage-paid envelope provided to:
Easy Health Options, P.O. Box 3703, Hueytown, AL 35023.

By Fax. Just fill out the order form and

FREE GIFT ORDER FORM

For New Members

Save 50% • PLUS UP TO 17 FREE GIFTS worth $339.15 • 100% GUARANTEED

☐ **YES!** Dr. Cutler, I want to avoid dangerous drugs and unnecessary surgeries —and discover easy, safe and effective natural remedies for my health problems! Sign me up for ***EASY HEALTH OPTIONS*** today. Please rush me my FREE gifts. I understand this is a 100% RISK-FREE offer! I want to enroll as follows:

☐ **BEST VALUE**—TWO years (24 issues) just $69. I save nearly half off the regular price. Plus, I'll also receive the following healing reports, FREE:

- ▶ FREE HEALING REPORT #1: *Cautious Consumer's Medical Survival Guide*—valued at $19.95—yours FREE!
- ▶ FREE HEALING REPORT #2: *Cautious Consumer's Guide to Freedom from Arthritis Pain!* —valued at $19.95—yours FREE!
- ▶ FREE HEALING REPORT #3: *Cautious Consumer's Guide to Heart Healing Miracles*—valued at $19.95—yours FREE!
- ▶ FREE HEALING REPORT #4: *Lower Your Cholesterol WITHOUT Costly Drugs*—valued at $19.95—yours FREE!
- ▶ FREE HEALING REPORT #5: *Cautious Consumer's Guide to Beating Depression Naturally*—valued at $19.95—yours FREE!
- ▶ FREE HEALING REPORT #6: *Cautious Consumer's Guide to Cancer Prevention and Treatment*—valued at $19.95—yours FREE!
- ▶ FREE HEALING REPORT #7: *Dr. Cutler's Answer to Digestive Health*—valued at $19.95—yours FREE!
- ▶ FREE HEALING REPORT #8: *Cautious Consumer's Guide to Sexual Healing*—valued at $19.95—yours FREE!
- ▶ FREE HEALING REPORT #9: *Cautious Consumer's Guide to Diabetes Prevention and Relief*—valued at $19.95—yours FREE!

EXTRA Bonus Reports!

☐ **As a two-year subscriber, I am enclosing my bonus coupon for 5 extra special reports!**

- ▶ Special Bonus FREE HEALING REPORT #10: *Cautious Consumer's Guide to Permanent Weight Loss*—valued at $19.95—yours FREE!
- ▶ Special Bonus FREE HEALING REPORT #11: *Cautious Consumer's Guide to Avoiding Hormone Hazards*—valued at $19.95 —yours FREE!
- ▶ Special Bonus FREE HEALING REPORT #12: *10 Nutrition & Lifestyle Secrets for Eagle Eye Vision*—valued at $19.95—yours FREE!
- ▶ Special Bonus FREE HEALING REPORT #13: *Freedom From High Blood Pressure*—valued at $19.95—yours FREE!
- ▶ Special Bonus FREE HEALING REPORT #14: *The Secret to Endless Energy*—valued at $19.95—yours FREE!

☐ **STILL A GOOD VALUE**—One year (12 issues) for just $39—a savings of HALF OFF the regular price. In addition, I'll also get these FREE Healing Reports:

- ▶ **FREE HEALING REPORT #1:** *Cautious Consumer's Medical Survival Guide*—valued at $19.95—yours FREE!
- ▶ **FREE HEALING REPORT #2:** *Cautious Consumer's Guide to Freedom from Arthritis Pain!*—valued at $19.95—yours FREE!
- ▶ **FREE HEALING REPORT #3:** *Cautious Consumer's Guide to Heart Healing Miracles*—valued at $19.95—yours FREE!

☐ **EARLY BIRD GIFT—WHEN YOU RESPOND IN THE NEXT 10 DAYS!**

Yes! I'm responding immediately! Rush me my FREE Healing Report:

- ▶ *101 Astonishing Health Secrets* —valued at $19.95—yours FREE!

☐ **With phone order, I get 2 MORE free gifts:**

- ▶ *How to Spot Hidden Health Problems*—valued at $19.95—yours FREE!
- ▶ *Directory of Medical Doctors Who Practice Natural Medicines In Your Area*—valued at $19.95—yours FREE!

I wish to pay as follows:

Enclosed is my check/money order payable to ***EASY HEALTH OPTIONS*** for $_____

Please bill my: ☐ MASTERCARD ☐ VISA ☐ DISCOVER ☐ AMEX

Card #:_____ Exp:___/___

Signature:_____

Phone #: (_____)_____ (In case we have a question about your order).

FREE HEALTH UPDATES: I want continuing updates on good health via e-mail. I understand that my e-mail address will never be sold or rented and that I may unsubscribe at any time.

E-mail address: _____

Please make any corrections necessary to the name and address label on the other side of this form. Then, just mail this

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ey and fulfilling everyone's dreams along the way.

» If you're a natural dry cleaner: You're appalled by how many toxic chemicals are used in normal dry cleaning – chemicals that have been directly linked to cancer, hormone imbalances and countless other problems. You're committed to helping people live a healthier, happier life – which means limiting daily exposure to environmental toxins and pollutants.

» If you're a real estate agent offering FREE consultations in your area: You've seen people overspend as much as $100,000 on their new home – money that could have been saved – if only they had accurate "insider" knowledge about this area. You're a regular guy – a local homeowner – with a wife and family to support. And you're tired of people getting fleeced by dishonest agents and loan companies only interested in making a fast buck.

You get the point. Little mission statements like this can really make your offer more credible – even bring it to life – because they show what motivates you *beyond making money*. Of course your prospects understand that you're in business – and that you need to make a profit. They won't hold that against you. But they like to see that you care about something above and beyond the bottom line – that you have a passion and commitment for helping them get to where they want to be.

In terms of the HSI example we've been reviewing, it's something like this:

» Far too many incredible natural cures and breakthroughs are being buried by the medical system. It's how the system works – if you can't patent it and mark it up, then there's no money in it. But our courageous team of 90,000 doctors, scientists, researchers and patients has come together because we believe you shouldn't have to wait – that you deserve the best natural solutions RIGHT NOW. In fact, this is the only way that you'll be able to sidestep today's deadliest chronic diseases and achieve the health and vitality you deserve.

These "reasons why" are powerfully built into the very first few pages of the copy. We'll discuss this more in later chapters, but we recommend you do the same. And the best way to start is to go through this process with your offer!

Copywriter Parris Lampropoulos is a master at giving reasons for his offer, and you can see an example of his work on **Figure 3-4**. At the time of writing,

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Figure 3-4

MARTIN EDELSTON
Chairman, BOTTOM LINE/Personal

"It's our 27th anniversary ...and to celebrate, we're making our most generous FREE offer ever!"

Dear Friend,

It's *BOTTOM LINE/Personal's* 27th anniversary. And to celebrate, I'd like to make you the greatest FREE offer in our company's history.

- ✓ First off, I'd like to send you the next 6 issues of *BOTTOM LINE/Personal*, the only publication in the world that reveals powerful success secrets from the world's top experts in everything.
- ✓ Second, I'd like to send you 3 Special Reports that are jam-packed with important information you won't find anywhere else.
- ✓ Third, I have 2 extra bonus gifts for you if you respond to my offer within the next 11 days.

All these gifts are yours to keep. There are no strings attached. And there's no obligation to buy anything.

Why am I doing this? Because I think there's no better, more honest way to sell a publication than to let people "try before they buy."

Sure, people tell me I'm crazy for giving away so much free stuff. They say, "How can you possibly make any money when you're giving away the store?"

Well, I may be crazy, but I'm not stupid. I've found over the years that whenever I get people to sample *BOTTOM LINE/Personal*, they become absolutely hooked. Many of them continue to subscribe for years and years.

And so I figured the more people I can entice to try *BOTTOM LINE/Personal*, the more people I'll win over as subscribers. Hence, this almost-crazy, irresistible offer...

(Over, please...)

ozens of other
s. Like these:
1 13.9% on
it 3 months.
y, even a total
an do it.
uses below
Call on "For
ties only...and
estion you ask.
self-directed
it in real estate.
mation.
most accu-
ndicator. Has
ut of 30 times!
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your 30-year
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any other tax
date to the year
er items might.
for a previous
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or issues being
ways, that will

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this is the control for one of *Boardroom's* widest circulating publications.

Now let's look at the "where" component of the offer …

"Where is this ad going to be placed?" In this case, the HSI promo is a direct mail package – so it's going to be visible by anyone on the mailing lists they select. To the best of my knowledge, it's also been successfully converted to the Internet.

But other times you could be talking about a space ad that will be placed in certain publications … an infomercial that could be placed on various stations or in specific regions of the country … and so it's good to always consider the "where" component of your offer.

If your offer is going to be made via a landing page on the Internet, you should carefully consider the adwords, banner ads, websites and affiliates leading prospects in the direction of your offer. This is another way to get a keen sense of competitive offers.

Another 'where' question is **"Where is this market in terms of its trends, sophistication, awareness and more?"** This is a more challenging question. We'll discuss these ideas in more depth in Chapter 11 on *Breakthrough Advertising*, and you got a foundation in market research in Chapter 1.

But for now, just understand that – to make the best possible offer – you must evaluate how saturated and 'mature' your market is. For example, if you were making an offer in the dating market 5-10 years ago – you would have pretty much been talking to "virgin" prospects. But today, those same prospects have literally seen dozens and dozens of competitive promotions. They're much more skeptical of headlines and promises, and your offer needs to be better than ever.

In other words, it's a *mature* market. Many of the markets we'll be covering extensively in this course, such as natural health or investments, are incredibly mature. There are literally hundreds of competitive products – all being marketed aggressively.

As another example, you can see a Dominant Emotion headline — one that leads into an exclusive, groundbreaking investment offer — on **Figure 3-5**. This type of headline is most necessary when the market is highly mature, as Clayton faced with investors at this time.

When your market is at this level, you can't make just any old offer. Prospects are keenly aware of what they can get from the competition. You must carefully address these issues and then

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Figure 3-5

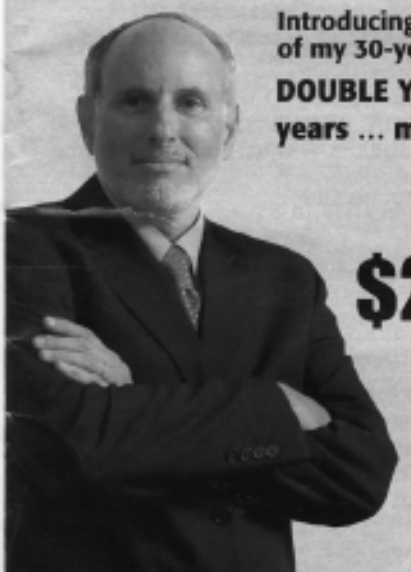
An URGENT ALERT from [redacted] — who insulated his clients' money from the tech wreck of 2000 ... the earnings scandals of 2001 ... and the brokerage outrages of 2002:

August 2003 — Special Alert

I designed this strategy with one goal in mind: To Cut Your Risk And Help You Grow Up To SIX TIMES RICHER In

A World Gone MAD!

Insulate your wealth and grow RICHER as frantic governmental stimulus schemes trigger crazy stock market rallies in the months ahead ...



Introducing the greatest wealth-building breakthrough of my 30-year career — designed with one goal in mind — to ...

DOUBLE YOUR MONEY every three years ... QUADRUPLE it every six years ... make you nearly SIX TIMES RICHER in eight years and ...

Turn $50,000 into a $286,871 CASH WINDFALL!

Revealed inside:

The only prudent way I know to RELIABLY ...

- **Rack up greater profits in STOCK MARKET CRASHES ...**
- **Rake in more profits in powerful BEAR MARKET RALLIES ...**
- **Make an absolute windfall by automatically owning the hottest sectors WHENEVER THIS BEAR MARKET ENDS!**

Martin D. Weiss, Ph.D., According to *Forbes Online*, those who followed his advice would have ... sidestepped the bursting of the equity bubble and the ravages of the bear market. "In fact according to the Hulbert Financial Digest, followers of Weiss' *Crash Protection Strategy* would have made a 32.6% return in 2002, compared to the S&P 500's drop of more than 20%."

Dear Seasoned Investor:

- Six months before the TECH WRECK smashed stock values in 1999, I warned you it was coming.
- Eight months before CORPORATE EARNINGS SCANDALS smashed stocks in 2001, I warned you they were coming.
- Four months before BROKERAGE SCANDALS hammered stocks in 2002, I warned you they were coming.
- Three months before DEFLATION hit U.S. shores in 2003, I warned you it was coming.

Now, the stock market is entering its most volatile phase in years. Violent and bloody bear market

Continued on next page ...

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ensure that your offer goes above and beyond what's expected.

Now for the 'when' question …

"<u>When</u> are you going to be making this offer?" Timing is critically important in the quality of your offer. For example, you may have a powerful Internet marketing product and decide that you'll launch it in April. But if there are several other big product launches in your market at the same time, you need to closely consider that.

It may be wise to change the timing of your promotion, especially if your offer is inferior to the competition. Even if it's stronger, you may still want to wait for a time when fewer similar products are being aggressively marketed.

In certain markets, such as the investment arena, topicality is a huge consideration. Premiums that are irresistible to a prospect at one point in time – like before a big economic event or disaster – may be totally worthless to him at a different time.

Depending on your market and prospect, there may also be certain times of the year that yield the highest response. For example, Christmas may be ideal for some product offers, but absolutely disastrous for others.

Last but not least, you must consider the 'how' of your offer …

"<u>How</u> is your offer going to be delivered?" In other words, what 'format' are you going to use to make your offer. A commercial? An e-mail? An Internet landing page? Will it be made via an insert inside your monthly newsletter? You get the point.

The format you choose will impact how much depth you can go into with your offer … what other offers yours will be compared against … how expensive you can realistically make your offer (for example, it's difficult to sell $1000+ product via a commercial – you may need to get the prospect to talk to a live salesperson) … and much more.

Sometimes being the first to make a certain kind of offer/format in your market – like making a 'soft' offer to the dating market – can yield a truly huge breakthrough.

Going through each and every one of these '5W1H' questions regarding your offer will put you leaps and bounds ahead of the competition. In fact, this is one of the very first things you should do when corresponding with your client. Chances are he won't be able to answer all of these questions – which is the surest way to actually get him to *improve* his offer!

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This makes your job much easier, and will significantly multiply the chances of your promotion being a success.

Five Secrets of an Irresistible Offer

Depending on where you stand, you may or may not have control over your offer. If you're a copywriter, especially if you're just starting out, you won't have much influence over the offer your client is making. You'll just take what your given and do your best.

However, you might as well still give your input. Tell your client what you think. Suggest some additional possibilities and ideas you have, based on what you've learned here. It can't hurt, and if the copy doesn't do well – he may decide to test one of your suggestions. In which case, you'll look like a hero!

If you're a marketer or entrepreneur, you usually WILL have control over the offer being made. Therefore, you want your offer to be the logical and conscious extension of your market research.

What does that mean? It means that you should use the following …

Offer Secret #1:
Target the Precise Benefits
Your Prospect Is Looking For!

In other words, your main product and premiums should be an *extension* of what you discovered about your prospect in the research phase.

This sounds obvious, but to most marketers it's not. We're talking *precision* here. When you discover that your prospect is responding well to certain appeals … that he's looking to learn about specific topics … then your offer should reflect that down to the very last detail.

For example: In the health market, Clayton's written some incredibly successful promotions for heart products. Products that help remove the plaque and congestion from the prospect's arteries and shield from potentially deadly problems.

One of the main products he has promoted is called Enhanced Oral Chelation™. It's a product containing a nutrient called EDTA, which binds to plaque in the arteries and allows it to be flushed away.

When it came time to select the premiums, he discovered that his prospect was also worried about something called Homocysteine – a compound that increases the risk of heart problems and

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doubles the risk of age-related memory problems.

Knowing this, Clayton wanted to also give the prospect something that would counter the effects of Homocysteine. So he got his client to include an additional vitamin/mineral supplement containing nutrients proven to reduce Homocysteine levels. VERY compelling.

Which brings us to another powerful point …

Offer Secret #2: Be Overwhelmingly Generous with Your Premiums!

Make them things your prospect would gladly *pay* for! We see this mistake made all the time: The premiums (free gifts) are treated like an afterthought – and you can tell because of the mediocre feeling you get when you read the copy for them. On the other hand, many of the most successful direct response promotions out there promise the prospect free stuff that he would happily shell out real money for.

This makes him elated to be getting them for free. You see, this creates such an overwhelming sense of generosity and value – and tickles his greed glands like crazy. We all love to get stuff for free – and we feel almost indebted to the person who's extending such generosity to us.

For example, in November of 2007, superstar marketer and entrepreneur Eben Pagan made one of the more irresistible offers we've seen on the Internet. He included …

*****

» 16 DVDs from the sold out, live *Altitude* $10,000 event …

» 3 free months of his monthly interview series, a $150 value …

» 11 weeks of coaching teleseminars, designed to help implement everything you learn in the program, at least a $500 value …

PLUS, you can get all of this for ZERO MONEY upfront, and then just $297 each month for the next five months.

Or, if the $1,500 is paid in full, the prospect would also get:

» A crash-course on Web copywriting, featuring some of the hottest most ripped off writers on the Web, a $500 value …

» Attendance at a live *Marketing Makeover* in Los Angeles or DVDs of the event, a $2,500 value …

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» *Turn What You Know Into Money* guide to creating information products, a $500 value …

*****

Offers this strong often generate an almost instant *emotional response*. It's the same kind of experience you encounter when watching an infomercial. They just keep piling on FREE bonus after FREE bonus – and just when you think they're crazy for offering so much, they say, "But WAIT … there's more!" And then they hit you with another highly desirable FREE gift!

After enough of this, you begin to get overwhelmed and a strong emotion of greed begins to rise up in you. You're almost forced to act on the offer!

But this only works when you're piling on *desirable* premiums.

So think long and hard about the premiums you offer. If you're an entrepreneur, this is great because you have the power to add new premiums as you see fit. Here are some qualities of red-hot premiums …

1. **Benefit:** It almost goes without saying, your premium must first and foremost be of immense benefit to your prospect. He must be able to recognize the benefit very easily, simply because you often do not have all that much room to sell him on the premium. Take what you learn about your product, prospect and market – and then design a set of premiums to match your discoveries.
2. **Uniqueness:** Just like the best products, the best premiums are those which only you can offer. This instantly makes them more valuable to your prospect, and gives him greater motivation to buy your product. After all, it's the only way he can get his hands on the incredible free stuff you're offering him!
3. **Perfectly compliments the primary product:** As you saw with the Eben Pagan *Altitude* example, offering the prospect 11 weeks of follow-up teleseminars to ensure he implements the information is so ideal. Most people who attend seminars or purchase products fail to take action on the information. So the premium provides tremendous, unique benefit plus answers a key objection.

We suggest that you do the same with your premiums. In the health newsletter market you often see a series of free reports that will help the prospect overcome his most challenging health conditions. That's because this is what that prospect wants. In the financial newsletter market, the premiums usually relate to making a fortune with specific "overlooked" stock plays.

The point is that you always want to ask this question, *"What premium will best compliment my product, adding immense*

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value to my offer?" There's no formula for figuring this out, as it will always change depending on your product and state of your market. But by continually asking it, you'll be in the place to create (or advise your client to create) the best possible premiums. And you'll make many more sales as a result.

Offer Secret #3: Make Sure You've Got Super-High Perceived Value!

Another key to a compelling offer is the perception that the value well exceeds the cost. Again, go back to the example of the *Altitude* seminar and you see that you're looking at close to $10,000+ worth of information and training for only $1,500. Better yet, the prospect doesn't even have to pony up a single penny upfront. And he can pay in installments: the $297 per month kicks in 30 days from his order date!

Clayton's also famous for doing this in his newsletter promotions. It's one reason why he always urges his clients to mail first class – because then you're allowed to list the full dollar value of all your premiums.

You can see a similar example — with the total value of free stuff listed — on **Figure 3-6.** Note that including visual images of the free gifts you're offering makes them feel more "real" — and adds to the overall perceived value.

As you might guess, a $99 newsletter becomes a heckuva lot more attractive when you get $1,266 worth of free gifts, savings and money-making tools along with it!

Offer Secret #4: Make Sure You're Being Believable and Credible!

Once you see the power of over-delivering on your offer, it becomes tempting to overvalue it. Often times, a premium may have a slightly arbitrary value that you're setting. But this is dangerous territory, because overstating the value of your main product or premium is one of the easiest ways to ruin your credibility with prospects.

You see, good prospects are never stupid. Especially in competitive markets, they're very aware of the value of things. Not knowing this, many marketers attempt to over-inflate the value of their product and premiums, thinking that the prospect will automatically believe them.

On the other hand, smart marketers carefully set or build in a high-value reference point for their product. For example, Gary Bencivenga limited attendance to his $5,000 seminar to just

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Figure 3-6

"My golden offer gets you $1,266 worth of savings and money-making tools — absolutely FREE!"
R.E. McMaster
Strike It RICH...
In The Great GOLD RUSH Of 2003-20
A $79 Value FREE!
R.E. McMaster
MULTIPLY YOUR MONEY
IN THE GREAT
PLATINUM BOOM O- 003-20
A $79 Value FREE!
R.E. McMaster
Smart Investor's Guide to Precious Metals
PROFITS
A $79 Value FREE!
You Save HALF On REAL WEALTH!
PRICELESS!
R.E. McMaster's ALERT!
Your FREE access to the R.E. McMaster's REAL WEALTH WEBSITE puts these powerful money-making tools at your fingertips 24 hours a day!
R.E. McMaster's Real Wealth
Password:
A $420 PER YEAR Value — FREE!
You get 24-hour-a-day access to:
● R.E. McMaster's REAL WEALTH ...
● URGENT ALERTS by e-mail or first class mail (your choice) whenever events warrant! And ...
● R. E. McMaster's special reports
SPECIAL PHONE-IN BONUS:
A GENUINE MORGAN SILVER DOLLAR — FREE!
This is the historic coin that won the West — a great symbol of America's pride and wealth that is destined to rise in value as the precious metals markets get red hot in 2003 and beyond.
Save us the cost of return postage by ordering TOLL-FREE, 1-800-377-3370 — and we'll rush your Morgan Silver Dollar to you absolutely FREE!
Reverse side
22
The Case For $1,050 Gold

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100 people and promised never to sell the DVDs and transcripts for anything less. Since it sold out and had a long waiting list, it's hard not to say that the information is worth at least that much.

Again, look at the *Altitude* seminar example: Since it filled up at $10,000 a seat, a HUGE contrast is created with the final $1,500 price. Especially when the value of the bonuses is calculated.

This is why we highly recommend you do your homework before assigning value to any part of your offer. If you're claiming higher value than your competition for similar products and premiums, you must have very compelling reasons why. For example, if you're charging more for an Internet marketing seminar – then maybe you offer more days, greater personal attention, ongoing attention after the event, personal consultations for each attendee … you get the point.

Dig deeply into what similar products, services and premiums are being offered … one-up your competition … and then understate the value so that you have maximum believability. This is the best way to respect your prospect's intelligence and win his trust in the long run.

Offer Secret #5: Present Everything With Clear, Compelling Copy

Like everything else, your job as a writer and marketer is to make your offer seem as desirable as humanly possible. Master copywriters summarize their offer in ways that pile the value on top of value … make each successive sentence more exciting … and stimulate the prospects greed and desire all along the way.

Here's how they do it …

1. **Make extra sure the copy is** *tightly written***.** Offer copy needs to be direct and to the point. There can be no confusion about what the prospect will receive, when he'll receive it and why it benefits him. That means you must edit your offer copy even more ruthlessly than normal.

Here's an example from a very successful financial promo:

*****

Let me reiterate what I'm offering you:

#1. A one-year introductory subscription to Porter Stansberry's *Investment Advisory.* Each month for the next year (on the first Friday of each month) I'll

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send you my latest research and a complete update on our model portfolio. I typically cover one or two new opportunities each month. And, of course, you'll know where I stand on every single open position. If you give us your e-mail address, we'll e-mail you a copy of the newsletter immediately. Plus, every subscriber gets a "hard copy" in the mail too.

… Regular Price $199.

#2. We'll rush you via first class mail a full and comprehensive report on my top high-fliers for 2006: THE HOMERUN STOCKS OF 2006: TWO STOCKS THAT WILL DOUBLE THIS YEAR. This report features all the details you need to understand and invest in two of the five "Fed-backed" stocks poised to double this year, Akamai and Elan. Plus this report features all of the details you need to know before you invest in my ten-bagger pick for 2006 – the RFIC software company.

… REGULAR PRICE $199.

*****

2. **Make it very "you-oriented."** As you can see on **Figure 3-7**, the phrase "you get" is one of the most powerful ways to accomplish this. It's almost a magical formula for getting the prospect into a greed-driven mindset. This way, each added benefit … premium … and component to your offer feels better and better.

3. **Continue building value by selling the *unique benefits* of your offer.** Why? Because building value in this way naturally intensifies his desire. Here's a simple example from copywriting legend Gary Bencivenga:

*****

Available to just 2,000 ambitious copywriters and marketers, this is the ultimate seminar if you see yourself as a star, superstar, or future star of direct marketing … if you want to take your knowledge to a whole new level … and if you want to learn the most powerful secrets I've ever discovered from more than $1 billion and 40 years' worth of testing to …

» Boost response higher virtually on demand, for almost any product or service.

» Systematically and consistently beat existing control packages – be

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Figure 3-7

stocks — my entire **UnDiscovered Small Cap SUPERSTARS Portfolio** — are yours FREE, just for accepting a risk-free trial to my monthly **UNDISCOVERED STOCKS** service!

Plus, when you join my **UNDISCOVERED STOCKS** service, I also rush all this to you every month from now on …

★ **You get one NEW, undiscovered or out-of-favor stock every 30 days:** Each one will either be undiscovered or out of favor on Wall Street … selling at a significant discount to its true value … AND on the verge of a major development that will trigger an impressive short-term increase in share price. Each stock has passed my tough fundamental screens with flying colors and sailed through a rigorous inspection.

That's the kind of thorough research and analysis it takes to pick stocks that can double, triple, or even quadruple your money in short order!

★ **You get continuing guidance on every stock I recommend:** I give you clear-cut "buy," "hold" and "sell" signals each month so you know exactly what to do.

★ **You get unlimited Flash Alerts when events warrant:** Whenever you need to act quickly between regular issues of **UNDISCOVERED STOCKS** — whether it's once a year or 52 times a year — I'll fire off a special Flash Alert just to make sure you won't miss out.

★ **You get unlimited FREE access to my UNDISCOVERED STOCKS Website — a service others charge up to $420 for:** Read **UNDISCOVERED STOCKS** online — days before it arrives in the mail … get my Flash Alerts instantly … maintain your portfolio online … research any stock or mutual fund you want.

★ **And much, much MORE!**

In short, I give you specific, actionable, and sound trading advice so that you can convert these great discoveries into REAL wealth month after month!

Your satisfaction is unconditionally guaranteed.

During this special introductory period, your one-year subscription to **UNDISCOVERED STOCKS** is only $99. That means you save $90 by joining me now AND get my complete **UnDiscovered Small Cap SUPERSTARS Portfolio** — a $474 value — FREE!

Just dial **TOLL-FREE** 1-800-711-4090 now or return the enclosed FREE GIFT CERTIFICATE now!

Then, take a whole year to decide if my service is right for you. You must be delighted with the money I make you or you may cancel at any time during that year for a full refund. And even after that, you can cancel any time for a full refund on all unmailed issues.

And even in the unlikely event that you decide to cancel, I insist that you keep everything I've sent you up to that point without cost or further obligation.

There are millions to be made in the SMALL CAP BOOM of 2003: let's do it together!

There's no big secret to growing rich off the small cap boom. It really is simple: just find clearly undervalued small caps — with excellent products, rising revenues, and low P/Es — while they're selling at a fraction of their true value — BEFORE big mutual fund money managers and trillion-dollar hedge funds discover them.

… continued on page 21

Letters From My SUPERSTAR Subscribers

I'm Your Loyal Customer!

"My personal track record for stock pics has been disastrous!!!!

"I have done very well with your recommendations. My portfolio has more than doubled in the last three months mainly thanks to your advice. You have a loyal customer here. I really appreciate the time you took to answer my questions."

– Carl Tanner, via Internet

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a Top Gun respected throughout the industry and feared by other copywriters.

» Launch blockbuster new products.

» Turn those blockbuster products into rivers of ongoing revenue year in and year out.

» Know how to build substantial wealth for yourself, your clients, and your partners, with royalties and other revenue-sharing arrangements and strategies.

» Manifest your most passionately held desires in every area of your life and career, as a true "alchemist of desire," someone capable of turning desires into manifested fulfillment for yourself and for others.

In all these areas, this seminar will indeed be life-changing. If that's what you are looking for, I invite you to join our elite circle.

*****

Also, notice how each passing line reveals a deeper, more desirable benefit. Gary is a master at making offer copy feel better with each line.

4. **Sells the highest value option first.** Master copywriters always push the strongest, most valuable offer first for two reasons. One, because they realize that many prospects will automatically take them up on the deluxe offer. And two, because of the principle of contrast, the less expensive version of the offer will seem cheaper and less threatening by comparison.

This means that if you're selling a newsletter, you'll push the two or three-year option … if you're selling supplements, it's the 6 or 12-bottle option … and so on. As you might guess, a prospect who's actually considering buying 12 bottles of a supplement has much less resistance to buying 6 bottles.

On **Figure 3-8**, you can see an example of this principle at work. There's a clear visual breakdown of the offer – and this is the most valuable offer. The highest possible savings is listed.

This has been proven to increase the AUS (average unit of sale) time and time again in Clayton's tests – and it will work for you, too.

Now It's Time to Make Him an Offer He Can't Refuse!

If you're a copywriter, use this as a questionnaire or script that you first present to clients when discussing an assignment. This is especially good if you've not yet been hired, because you'll appear so much more professional and knowledgeable than any other writer the client is considering.

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Figure 3-8

Let Me Put $523.05 Into YOUR Pocket RIGHT NOW!

You SAVE $140.40 and receive $382.65 in FREE GIFTS just for giving Advanced Artery Solution™ a fair try! That's $523.05 in savings!

"Your people who are on the order desk are very polite and helpful as well as eager to help." *–D.V., Arizona*

PLUS!

Freedom From High Blood Pressure
A $19.95 VALUE — FREE!
Lower Your Cholesterol WITHOUT Costly Drugs
A $19.95 VALUE — FREE!
Heart Healing Miracles
A $19.95 VALUE — FREE!

Just For Calling NOW!
1-800-746-4513

"The product came very fast..." *–R.C.M., New Jersey*

"Your company employees are to be commended for their courteous, friendly and prompt attention to my telephone orders.

"I always feel like I am talking to a good friend and loathe hanging up!"

–J.C.W., Wisconsin

18 **Heart Health News**

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PLUS, getting crystal clear on the offer … exposing any weaknesses and holes in it … understanding how it relates to the competition … all this can't help but send the quality of your copy soaring.

As a marketer, you can use this as a template for consulting with clients or improving the performance of your department. Because offers are among the top two or three factors in response, tweaking them in powerful ways is one of the smartest things you could ever do.

So use your knowledge of the different kinds of offers, the 5W1H formula and the 5 secrets to makeover any offer you can, and watch the profound difference.

If you're a business owner, the smartest thing you could do is use this info to build powerful offers *from the ground up*. Every time you consider developing and launching a new product, think carefully about the offer you're making. Make sure the best possible premiums are being created in the process.

And if you've got weak or underperforming products, recognize that you may only be a simple offer tweak away from success. Maybe you need to add a hot new premium … maybe you need to break the payment into installments … or let the prospect try it for 30 days, FREE. The possibilities are endless.

Whatever you do, once you experience a taste of what smart offers bring to your bottom line – you'll never look at them the same way again.

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Action Steps

3

Offers

Take a look at the biggest winners in direct response history and you'll see a common theme: Each made a powerful offer to a market starving for the product's benefits. Sure, the copy was good, but the offer was the real star of the show … Now, it's time for you to think long and hard about your offer.

Your Offer = Main Product + Premiums (Free Bonuses) + Price + Delivery Details

1. Decide what type of offer you are making:
   a. Hard offer
   b. Soft offer
   c. Negative option
   d. Installment offer
   e. Charter offer
   f. Exclusive offer
   g. Limited offer
   h. Limited-time offer
   i. One-time offer
   j. A qualifications or conditions offer
2. Use the 5W1H Formula:

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a. Who? Who is your prospect? And who the heck are YOU to be making this offer?

b. What? What is the offer in simple terms? What does the prospect get for saying "yes"? What is my competition offering?

c. Why? Why are you making this offer to him?

d. Where? Where is this offering going to be visible? Where will the ads be placed? And where is this market at in terms of its trends, psychology and more?

e. When? When is the best time to present your offer? When should you launch your campaign, website, send out e-mails, or anything else?

f. How? How are you going to deliver this offer? This is a question of format.

3. Make your offer irresistible:

   a. Target the precise Benefits your prospect is looking for.

   b. Be overwhelmingly generous with your Premiums:

      i. Premiums must provide clear Benefits.

      ii. Unique Premiums raise value, and …

      iii. Perfectly compliments the primary product.

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c. Make sure you've got super-high perceived value.

d. Make sure you're being believable and credible.

e. Write your basic offer copy with clear, compelling copy:

   i. Make extra sure the copy is *tightly written.*

   ii. Make it very "you-oriented."

   iii. Continue building value by selling the *unique benefits* of your offer.

   iv. Sell the highest value option first.

When you've completed the process of refining your offer, type it up and include it in your running research document. Again, this document is something you're going to mold and shape into a high-quality draft by the end of the course. By continually adding to it at every stage of this process, you're actually *writing* high-level copy!

And you've already beaten the blank page! Isn't that cool? Now let's move to the next core concept – Benefits – because without them, you'll never sell a single thing. See you in Chapter 4 ☺.

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Quick-Start Copywriting System

4

How to Make Your Prospect LUST After Your Product

In this Chapter …

- The REAL reason why a prospect is ever interested in your product – and how to leverage this better than anyone else selling to him …
- Seven simple steps uncovering your product's most irresistible benefits. Follow this one process and what you're selling becomes the gateway to your prospect's dreams …
- The secret to making your copy "mirror" your prospect's desires – so that he visualizes his amazing new life whenever he reads your copy. (And sees that the ONLY way to create this new life is to buy your product!)
- And much more …

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Benefits are the real heart of the selling process.

It doesn't really matter how many copywriting secrets you've mastered or how wonderful your product is, the simple fact remains: If you don't offer clear, strong benefits to your prospect, you'll never get him to send you his money.

And benefits can come in all shapes and sizes. Your prospect may crave a tangible benefit – like losing ten pounds or making a million dollars. Or he may crave an emotional benefit, like venting his frustration with the Democrats or feeling superior to his neighbor.

Unfortunately, it's not always easy to uncover, select and verbalize the right benefits for your prospect. This skill is one of the biggest differences between the A-list, seven-figure superstars and the many ordinary copywriters trying to rise up the ranks.

But the good news is this chapter will totally change that for you. By the end of it, you'll understand …

» How to analyze your product, prospect and market – and uncover all the possible benefits you can offer …

» How to select the right benefits for your prospect, and ignore the ones that really don't matter …

» How to spot "faux benefits" (a fake benefit masquerading as the real thing) from a mile away – and then cut them before they destroy your response …

» How to prioritize your benefits for maximum impact – because your prospect always cares about some benefits more than others – and knowing this makes your copy infinitely more persuasive …

» How to word your benefits as powerfully as humanly possible – so that he instantly recognizes them and then passionately lusts after them …

» And much, much more!

Now let's get down to the nitty gritty …

Step # 1: Know Your Prospect Inside and Out

We covered the importance of knowing your prospect in our chapter on *Research* – and there's a reason for that: You really do need to have a foundational understanding of your prospect to get your best benefits out on the table.

Now we'll get a little more specific. Let's pretend your job is to sell a cookbook based on low-glycemic recipes.

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(Low glycemic means that the carbohydrates release into the bloodstream very slowly, and thus it's much harder for them to be converted into fat.)

The book is actually a real product, called *The Sugar Solution Cookbook* – and we'll be citing from it throughout this chapter.

For a picture and description of this book, please see **Figure 4-1**.

Now pretend that you're trying to figure out exactly how the prospect (a middle class male or female health seeker, usually between 35-55) for this book might be thinking and feeling.

This is an extension of what we covered in our research chapter, but we're going to go even deeper and apply it to a specific situation.

Here are some questions and answers that will give you a lot of info about him (Note: even though many of the prospects for this are women, we'll be using the masculine "he" or "him" for the sake of simplicity). At the end of this section, We'll explain some of the most effective ways to arrive at this information.

1. **"What problem does he want to solve?"** Well, for one thing – you know that he wants to lose weight. And a big part of the problem is he's tried all kinds of different diets. Talk to just about any dieter and they'll tell you that they've tried to eat less, give up their favorite foods, go strictly low fat or low carb, follow strict plans like *Weight Watchers* or *The Zone* – all with little or no success.

   This leads to frustration. Many believe that they must choose between foods that taste great and weight loss. During the low carb boom, many also tried the Atkins approach to no avail. What's more, many hated the idea of giving up so many delicious carbohydrate foods like pasta, bread, desserts and more.

   At the same time, this prospect has also struggled to lose weight when eating a lot of carb-based foods, so he's not sure what to do or what will work.

2. **"What are his core desires?"** Deep down, this prospect simply wants to lose weight and feel good, all without depriving himself of the foods he loves. No extreme diets. No complicated procedures. He wants to freely eat delicious meals and lose weight quickly and easily in the process. He wants steady energy and mental clarity – no more afternoon crashes or uncontrollable cravings. If he could wave a magic

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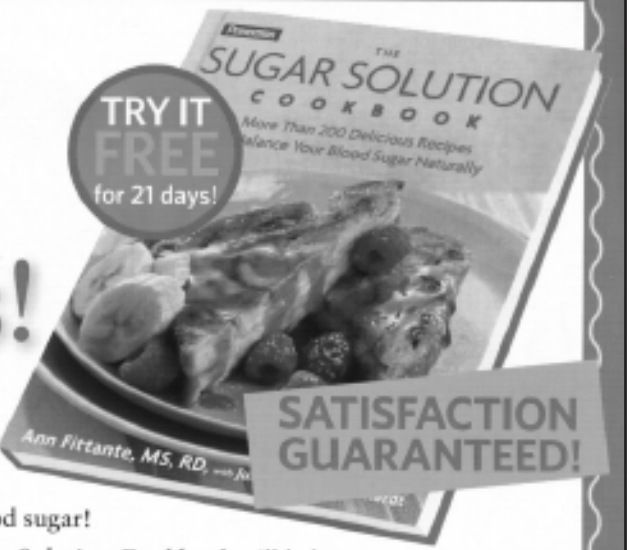
Figure 4-1

Fast Flavor. FASTER Weight Loss!


THE SUGAR SOLUTION COOKBOOK
More Than 200 Delicious Recipes
Balance Your Blood Sugar Naturally
Ann Fittante, MS, RD
TRY IT FREE for 21 days!
SATISFACTION GUARANTEED!

Dear Friend,

With the delicious, quick, and easy-to-cook recipes in ***The Sugar Solution Cookbook***, you can SPEED UP WEIGHT LOSS by slowing down blood sugar!

The scientifically designed recipes in ***The Sugar Solution Cookbook*** will help you achieve steady, lasting weight loss of ½ pound up to 2 pounds per week!

You can begin losing weight in the FIRST WEEK!

You'll experience drastically reduced cravings for foods that cause weight gain—plus a boost of energy that lasts all day!

This is NOT a fad diet! There's NO carb counting and NO complicated formulas—just delicious, easy-to-prepare food that will raise your blood sugar slowly and steadily.

If you decide permanently losing all the weight you want is not for you, just send ***The Sugar Solution Cookbook*** back within 21 days and owe nothing! I want to stress that you are under NO obligation to buy the book!

But please, don't miss out on this chance to use the latest breakthrough in weight loss science to help you lose the weight you want—easily, safely, and permanently!

free gift!

Janine Reynolds
for Prevention Books

BUT THAT'S NOT ALL! THIS IS A LIFETIME GUARANTEE!

The Sugar Solution Cookbook MUST give you a lifetime of real food, real flavor, and real weight loss! If you are not satisfied in any way—1 year, 2 years, even 20 or more years from now—just send it back and you will receive a complete refund of every penny you've paid for the book. No questions asked.

* The people portrayed in this promotion experienced extraordinary results. Regular exercise and proper nutrition are essential to achieving and maintaining your desired physique. Even using the same program of diet and exercise individual results will vary—there are no typical results.

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wand, this is the scenario he would create.

3. **"What are his relevant beliefs?"** We've already covered a few things this prospect might believe: The belief that it's probably impossible to eat what you love, foods that taste great – and still lose weight … the belief that low carb diets don't really work, but typical high carb diets don't work either … the belief that weight loss is harder for him than for other people … and so on. He also believes in real science and sensible health practices, both natural and conventional.

4. **"What emotions is he experiencing?"** We began by mentioning his frustration about not being able to lose weight, and his frustration about having to give up his favorite foods. He probably feels a little disgusted when looking in the mirror. Many weight loss prospects also fear that they might never be able to lose the weight. In the case with this prospect, he often suffers from afternoon 'slumps' or energy/mood crashes – which are such a downer.

   This prospect is also very likely confused about what to eat and exactly what to do in order to lose weight. He often feels guilty when he eats fattening foods, but hates that he cannot eat them freely.

   In terms of the positive emotions, there's a good chance this prospect also has at least a slight glimmer of hope that he can lose the weight. That's what keeps him going and searching for a potential solution.

   And he wants nothing more than to experience the joy and confidence that comes with a slim, attractive body. These emotions are easy to understand – you've probably seen them expressed in hundreds of weight loss testimonials.

5. **"What has he purchased or tried before?** Whenever you're getting ready to sell something to anyone, it's crucial to consider their past buying behavior. If you're working with a major mailer, they'll often have records of which product(s) the prospect has purchased before via direct response – whether it be supplements, newsletters, exercise equipment and more.

   But on the Web, it's a little different. One thing you can do is go to blogs, chat rooms and forums about your subject to get a sense of the prospect's experience and buying patterns. If your client has an extensive customer list, he may be able to tell

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you what products they've purchased in the past.

Remember: There's a HUGE benefit in considering your prospect's past buying behavior. First of all, you can study promotions for the products he's already purchased and see which appeals (as we learned in our last chapter, "appeal" is another way of saying "benefit" or "promise") are strongest to him. In the case of this prospect, we've already mentioned that he's probably at least dabbled in low carb diets, among others.

Now, as one possible example, let's say that you know there's a list of weight loss seekers who've purchased several books on the Atkins Diet one year ago. And then they purchased several books on low glycemic carbohydrates diets eight months later

This is powerful information! Why? Because you can fairly assume that this prospect has at least tried the Atkins Diet and probably didn't get what he wanted. And now he's moved back to adding carbs to his diet, with the caveat that they're low glycemic (because low glycemic foods lead to balanced blood sugar levels).

The point is that this is the perfect kind of prospect for our cookbook – because he's ideally primed to believe the recipes in *The Sugar Solution* cookbook will work for him. Knowing what he's gone through, you can use the copy to play up the fact that low carb diets don't work – and that he simply needs to eat delicious meals based on low glycemic carbs. Again, he's already on his way to believing this, so much of your work has been done for you!

This is just one example where buying behavior is worth its weight in gold.

Of course, we wish we could give you a "works-every-time" formula for accessing your prospect's buying behavior and knowing exactly what it means, but that wouldn't be practical. It's going to change with virtually every situation you encounter. The bottom line is that you've got to do your best detective work and then double-check what you find out it in a way that we'll explain later in this chapter.

6. **"What's the competition telling him?"** It's also very important to know what other kinds of advertising messages and claims your prospect is being exposed to. Why? Because if your competition is promising something like "lose 10 lbs. a month while eating all your favorite foods" – then you know not to make the same

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promise. You'll be quickly passed over as nothing new.

But the more you study competitive headlines and promises, the more you'll be able to make your copy stand out. There are highly systematic ways to do this, which we'll cover in Chapter 11 on *Breakthrough Advertising*, but you can often be successful purely using study and instinct alone.

That's all Clayton's used over the course of his career – he just studies a market and the competition for his product until he gets an acute, instinctive sense for what's going to seize the prospect's attention.

Now let's quickly recap: Going through these questions gives you a solid, overall foundation for knowing your prospect. Typically, you'll accomplish this during your preliminary research and then refine your understanding over the course of your writing process.

The important thing is that having it in place allows you to be much more accurate and effective in the benefit process we're about to work through.

How to Collect Prospect Information as Accurately as Possible

Now that you understand what you need to know about your prospect, let's take a quick look at how you arrive at that information.

Again, we'll use our example of *The Sugar Solution Cookbook* to contextualize the process – and make it easier for you to apply later on in your own projects.

We began with the knowledge that this book is most appealing to somewhat health-conscious weight loss seekers – both men and women – ages 35 to 55. We also know that the prospect is likely middle class, mostly Caucasian, but certainly there are other ethnicities in the pool.

So what do you do with this knowledge? Well, as we learned in the research chapter, your first goal is to find and connect with actual flesh-and-blood prospects. The more you're able to do this, the more accurate the answers you'll get to the questions we just covered above.

And when we say "flesh-and-blood," that doesn't mean that you necessarily have to talk to everyone *in person*. You can …

1. **Make the Internet Your Secret Weapon:** Visit websites, message boards, forums, blogs, chat rooms and more – any place on the Web where you think prospects for this

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product might be gathering. Just brainstorm all the issues related to the product we've been discussing – weight loss, low glycemic recipes, blood sugar problems, whether or not low carb diets work, eating for consistent energy and more.

You can Google these terms (and any related ones) and then focus on sites where your target prospects may be present. As you scan through the search results, make a complete list of good websites where you'll find your target people. The best ones are always going to be where prospects for your product are already interacting with each other – such as a forum or blog. And that's because: a) you can get a very quick, unedited glimpse at their thoughts and feelings – and b) because you can easily communicate with them, probing for more.

1. **Gather Everything You Can Find:** Do your best to inventory what you find your prospects saying on these websites, their uncensored thoughts, feelings and comments are priceless. Also be sure to use this as an opportunity to contact and communicate with these people offline.

E-mail potential prospects, tell them you're performing research and see if they'd be willing to talk with you over the phone. Of course, be friendly – tell them everything will be 100% private and confidential – credentialize yourself as best you can so as to earn their trust … and let them know it won't take much of their time. If you can offer them something of value for free – like an unpublished report or meaningful discount coupon, that will often improve your response.

You can also talk to business owners and other marketers who continually deal with your target prospect. See what they've found out about this person. Go through the questions we listed under Step #1 with the experienced business owner or marketer, and see where they think the prospect is at.

Not all of it will be accurate or relevant – but the more you do this, the more you'll see consistent patterns of behavior, beliefs, desires, feelings and more. The stuff that you see over and over again about your prospect is usually the most accurate.

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2. **Network Offline:** There are also great offline ways to meet and better understand your prospect. In our current weight loss example, you might go to a health food store where similar products are being sold … or health and fitness trade shows where you can talk to both prospects and business owners alike.

   Your process for meeting prospects in the real world will always vary with your product. If you're in the Internet marketing field, one of the best ways to meet prospects is simply to attend conferences and be social.

   Another fantastic example is where copywriting legend Parris Lampropoulos spent time in an actual nursing home – because that's who many of his prospects were. There's something magical that happens – above and beyond the specific details you uncover – when you spend *actual time* with prospects. This is especially true if you're able to strike a genuine mental and emotional connection.

3. **Always Check Your Accuracy:** Another amazing thing about this process is that once you're in touch with real-life prospects for your product, you can actually use these individuals to check the accuracy and appeal of your copy. This is tricky, because prospects will often tell you what they *think* you want to hear rather than what they *actually believe or experience*.

So it's your job to also read between the lines – especially when it comes to their emotions. People won't always admit to negative emotions about something – especially when the subject is embarrassing like weight loss or impotence. But you can sense these feelings in their voice tone, body language, word choice and more. There's no real formula for this – it's one of those human skills that comes with interacting and paying attention to people.

Also be mindful of the ideal reactions you might see when showing prospects your sales copy. If they say stuff like, "Where can I get this?" or "Wow, I want this!" then you're on the right track. Also good is a comment like, "Is it really true that I can lose weight doing this? Sounds amazing …" Most prospects will also reveal their skepticism (saying something like, "I don't believe that") so see if they can point you to the specific promises they may be skeptical about.

This is priceless because it shows you which benefits you need to further support with proof and credibility ele-

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ments. You may also get prospects to tell you which benefits are most important/desirable to them – which will allow you to better showcase them in the final draft of your copy.

Ultimately, there's no cookie-cutter way to accomplish all this when you interact with the prospect, and the most important thing is that you talk, talk, talk to him and then develop a process that works for you. This is what all the best writers have done, and it's something that will happen very naturally for you if you simply follow the four guidelines I've listed here.

Now let's take a look at your product and begin what we call the "Benefit Chart Process" …

Step #2: Create a Complete Features Inventory

We touched upon this briefly in our last chapter, but now we're going to go deeper. As you learned before, every benefit your product or service offers is the extension of one of its features. (A feature is simply a concrete/tangible component or element of your product.)

For example, a fast computer that saves you time (benefit) is the extension of its advanced processor chip (feature). A supplement that aids your digestion (benefit) is the extension of the fact that it contains digestive enzymes (feature). You get the point.

So the first thing you must do in order to uncover every possible benefit your product delivers is to create a comprehensive features inventory. Let's say that you're starting a new project. The first thing you'd do is create a separate document that lists every single feature you can possibly dig up about your product.

For some products, this may appear to be a huge hassle – but it's the only way to do it. You never know when some hidden or overlooked feature turns out to be something of immense value to your prospect. So be comprehensive with your features list – no matter how much of a pain it is. It's sure to pay off later on.

Also, keep in mind that you want to list out the features of your *entire offer* – not just your main product. That means you should include anything you can about your premiums, payment terms, price, and more. Be as comprehensive as possible!

For example, let's get back to our weight loss recipe book – *The Sugar Solution Cookbook*. Again, it's based on the premise that 'low carb' dieting is a thing of the past – because carbs only

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affect you to the extent to which they enter your bloodstream.

In other words, 'slow carbs' – a diet based on only consuming low glycemic carbohydrates – will cause you to lose weight much faster and more consistently than anything else. And as an added benefit, your food tastes MUCH BETTER than any low carb or low fat diet ever would!

Now back to our features list. For a fairly complete list of this book's features, see the Excel sheet we created on **Figure 4-2 and 4-3**. There may be a few more that could be added here, but this sheet's got all the most important features listed.

And this is just for a book! You can see how more complicated products would require very long features lists. Again, don't take any shortcuts here – you want to know every benefit you have to possibly work with. And the only way to do that is to be comprehensive with your features.

Once you've got that, then you move to …

Step #3: Figure Out WHY Each Feature Exists

As you can see from the chart on **Figure 4-2 and 4-3**, the 'why' column moves each feature one step into the direction of a benefit.

In fact, it's very much in alignment with a process that's been fundamental to successful advertising since day one – "reason why" copy! Thinking in terms of the concrete reasons why your product will benefit the prospect … why it's different from others … why your benefits are believable … this is all essential to any promotion, no exceptions.

The trick with this is to put yourself inside the mind of the prospect, and figure out why that feature might be advantageous in his life. What does it mean for him? What does it offer? Why might he like it?

The caveat here is that there's no need to go overboard with this process. Once you can give a basic explanation for why the feature is important, it's time to move on. And that's because you'll have plenty of opportunities to expand into deeper, more specific benefits in the ensuing steps.

This leads us to …

Step #4: Think About What that Feature Actively DOES for Your Prospect

In this step, you translate each feature into a *functional benefit* – just as

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Figure 4-2

Features	Why	Functional Benefit
Over 200 quick recipes (including main courses, salads, appetizers, soups, and desserts) all based on cutting-edge research about blood sugar and weight loss	Because you need to have a complete selection of delicious recipes that don't make you fat.	Makes it easy and enjoyable for you to eat healthy, great-tasting food and lose weight in the process.
Over 400 pages in all, including research proving that 'slow' carbs are not converted as readily as high glycemic carbs	Understanding the difference between 'slow' and 'fast' carbs is key to health and weight loss success.	Gives you undeniable proof that eating only 'slow carbs' is indeed the biggest secret to weight loss and empowers you to lose weight more effectively than ever.
Lists 100 best foods for weight loss	Know the best foods for keeping you slim.	Shows you tons of options/choices you have for accelerated, enjoyable weight loss.
30 days of six-meals-a-day menus	It's important to have a very "doable" plan for implementing this new way of eating.	Helps you follow an easy, proven series of steps for eating well -- loving every minute of it -- and losing weight.
Balanced, full-nutrition diet	So you don't miss key nutrients or eat in imbalanced ways.	Helps fill your body with all the necessary nutrients that are essential for radiant health and optimum weight.
Complete guidance on how to slow down the carbs in your favorite recipes	So that you can make the foods you love healthier.	Shows you that there's no need to give up any of your favorite foods -- and actually teaches you ways to slow down the carbs and make them healthy and weight-loss friendly.
Section on how to avoid "stress eating"	Because correcting this negative tendency is very important for achieving results.	Breaks the habit of 'stress eating' and allows you to finally move in the direction of your ideal weight.
The Sugar Solution Shopping List	Because shopping is confusing and most people make choices that lead to weight gain.	Teaches you how to shop for great-tasting, fat-melting foods and meals that revolutionize your diet.
Free Report: *Total Body Firm-Up* with do-at-home fitness moves	To add to the results you experience by eating all he recipes.	Gives you an easy way to tone up your trouble areas as you melt the pounds away.
Free for 21 days, then you pay four payments of $7.49 each (plus shipping and handling).	So you don't have to take my word for it -- you can actually try out the diet and see for yourself.	Gives you the information and recipes you need to lose weight and feel great, before you spend a single penny on the book.

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Figure 4-3

Dimensionalized Benefit	Emotional Benefit
Finally, you can eat mouthwatering meals that will actually make it EASIER for you to lose weight! Your taste buds are going to be welcoming back A LOT of flavors and textures and pure indulgent sensations that you thought you would have to give up forever, all while the pounds drop off more effectively and consistently than ever before!	Imagine the joy, freedom and almost sinful pleasure you'll experience as you eat delicious mouthwatering foods you love — all while losing the weight no diet has ever been able to help you do before! You'll feel both excited and relieved that there's no need to starve yourself of ANY food you love, once you're armed with *The Sugar Solution Cookbook!*
You'll have the knowledge and confidence that weight loss is not about deprivation or strict dieting, but by following easy, immensely pleasureable eating strategy that's been proven time and time by leading scientists around the world.	Finally feel in-control and fully confident about your ability to lose weight. And never feel the confusion or struggle that plagues most people and keeps them fat.
Dramatically simplify your life, eat great-tasting foods and experience weight loss like never before.	End the emotional battle and confusion that comes with not knowing what to eat — and experience the simple satisfaction that comes from having a delicious list of healthy, weight-loss friendly foods.
Never guess about what to eat, never struggle with temptation again! With your easy-to-follow six-meals-a-day, you'll always be eating delicious mouthwatering meals … you'll never go hungry or unsatisfied … your energy will be high and steady all day long … and your weight loss will be put on autopilot.	Rather than eating three average-tasting meals a day that cause you to gain weight, why not eat six delicious, savory meals that melt pounds from your body … and keep them off! Imagine how good you'll feel when everything you eat tastes great … when your energy stays high throughout the day … and your body looks slimmer and sexier than it has in decades.
With this new book, you don't just lose weight and feel satisfied — you actually get healthier than ever before. Your body gets all the nutrition it needs, helping you to feel great day in and day out.	There's a certain kind of joy that begins to fill your body when you give it all the nutrition it needs. This is one reason why you never feel hungy or deprived when you eat according to the balanced *Sugar Solution Cookbook!*
With most diets, you have to give up many of the foods you love. But not with *The Sugar Solution Cookbook!* Now you can 'slow' the carbs in your favorite foods — foods that used to make you fat — and turn them into healthy, fat-burners that melt pounds from your body.	Never feel guilt about eating your favorite foods! Once you understand how to 'slow' the carbs in them, you can eat them freely and confidently, knowing full well that they're actually helping lose weight. While others are feeling miserable with their 'deprivation' diets, you'll feel happily satisfied all the time.
Once you eliminate the habit of stress eating, you'll find that eating healthy and dropping weight is nearly effortless. Temptation no longer becomes an issue and your whole body is fully energized. No more crashes, no more afternoon slumps, no more cravings!	Take control of your eating and feel a surge of empowerment as you end the compulsive, stress-eating habit once and for all. Experience new found clarity and confidence — both mentally and emotionally — knowing that you are in command of your eating, weight loss and health.
Avoid the grocery-shopping mistakes that make most people fat … and finally shop with greater ease and effectiveness, save time and money, and have all the foods you need to always eat delicious fat melting meals.	How would it feel to save money on your food bill, make shopping easier and more enjoyable, and know that you're always getting the foods you need to succeed? Shopping can be a fun, liberating experience once you begin using *The Sugar Solution* shopping list!
Watch as the trouble areas of your body — like your hips, butt, tummy, or thighs — magically tone-up and look sexier than ever. Best of all, it takes no machines, no elaborate sweaty routines … and you can see actual results in a matter of days!	Imagine what it would be like to get compliments from your friends, your family, your parter — telling you how slim you look, how sexy your body has become and how envious they are of the energy you have! Just think of what it would feel like to look at yourself in the mirror and LOVE what you see!
Prevention will NOT allow you to purchase *The Sugar Solution Cookbook* through this offer, unless you FIRST try it in your own home for 21 days, FREE! With no cost or obligation to buy anything, try The Sugar Solution Cookbook. See for yourself how EASY the recipes are to prepare … how lusciously unforgettable they taste.	For a full 21 days, take a break from counting carbs and calories and just count the pounds melting off your body! For a full 21 days, feel a burst of new energy that lasts all day! For a full 21 days, improve your memory and sharpen your brain power! Just say "Yes" and I'll send you a brand new copy of *The Sugar Solution Cookbook* so you can SLOW DOWN your blood sugar and SPEED UP WEIGHT LOSS for up to 3 full weeks. No cost. No obligation. Satisfaction guaranteed.

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you see in the chart. This differs from the 'why' statement in the sense it really brings the feature to life.

That's why, if you look closely at the statements in your Benefits Chart, you'll see that each typically begins with an action verb explaining what the feature does for the prospect.

This "doingness" of your product is something that Clayton thinks a lot about – and it's something that other legends like Gene Schwartz spoke about very frequently. It really is the turning point between a dry-sounding feature or "reason why" – and the living, dynamic benefit that's delivered to the prospect!

Thinking in terms of action – what your product actually DOES – totally facilitates this process. It moves your product and copy in the direction of something your prospect is actually *willing to pay for*.

And that's the crucial distinction: Mediocre writers focus on something they believe is of benefit to the prospect – all the while never realizing that it's not something the prospect is actively seeking and willing to exchange his hard earned dollars for.

Clayton likes to call these "faux benefits" – fake benefits that the prospect would never actually dream of at night. The problem with faux benefits is that they usually sound good.

Think about one of the examples you see in the Benefits Chart we've provided. You could easily say that one of the main benefits of *The Sugar Solution* recipes is to "balance your blood sugar."

And if you searched the Internet, you'd find supplements and books promising the prospect that he'll be able to balance his blood sugar.

But the problem is that – at the end of the day – nobody really cares all that much about balancing their blood sugar. They want the *deeper benefits* that come along with blood sugar balance: Accelerated weight loss, no more cravings, elevated mood, consistent energy – energy that allows them to do more of the things that they love, and so on.

So that's one of the traps to be very mindful of as you dig into your functional benefits. It's very easy for your functional benefits to accidentally become faux benefits. That can be okay, as long as you're aware of it and continue to translate them into *real benefits* as you move your way across the chart.

Step #5: **Dimensionalize Each Benefit** as Much as Possible

The next column in your chart deals

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with what we like to call *dimensionalized benefits*. We use the term 'dimensionalize' because this is the process of adding dimension to the benefit … expanding and fleshing it out … and bringing it FULLY to life for the prospect.

In this practice, your goal is to give the prospect the most vivid, seductive description possible and experience of the benefit. If you look at the boxes in your Benefit Chart, you'll see that the copy under "dimensionalized benefit" has taken a giant leap up in both detail and overall richness.

It just sounds more compelling – like copy you'd actually see within a strong promotion. (BTW – some of the copy in this column was pulled directly from the pages of *The Sugar Solution Cookbook* promotion. That's the advantage of working hard to write strong dimensionalized benefit copy within your chart – you actually have good, usable copy that you can cut and paste into your rough draft!)

To see what dimensionalized copy would look like for the premium that comes with this book (one of the features on our chart), look at **Figure 4-4**.

At this level, it's important to understand that it gets a little harder to nail exactly what you should be saying. This is where knowledge of your prospect comes in. The more you understand your prospect, the more accurate and seductive you can make your benefit copy sound.

Again, that's one of the biggest differences between master marketers and copywriters and those just getting by. The masters know what's going to sound irresistible to their prospect – the exact benefit and wording that will set his greed glands ablaze with desire.

Also notice how the dimensionalized copy has more energy. That's not by accident, either. You generally want to convey a sense of excitement that will get transferred over to the prospect during this process.

The beauty of this step-by-step Benefit Chart process is that it makes it much easier to effectively write dimensionalized copy. If you progress from the feature … to the 'why' … to the functional benefit … there's a natural progression that takes over. You know that when it comes time to fully dimensionalize the benefit, you've got to make it even richer, more seductive and vivid for the prospect.

Here's one of several Gene Schwartz examples we're going to use in this chapter, because we believe Gene Schwartz may be the best that's ever lived at writing dimensionalized benefit copy:

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Figure 4-4

YOUR FREE GIFT!

Spot-Tone Your Body's Trouble Zones!

Forget about the gym, because here are some easy, do-at-home moves scientifically designed and proven to quickly firm up your most stubborn areas!

With your FREE GIFT, *Total Body Firm-Up*, YOU the parts of your body that you want to firm up and tone—and get the results you expect WITHOUT putting in a single sweaty hour at the gym—AND free of the need for special equipment!

- **Budge that tummy bulge AT LAST!** The trick is to train SMARTER, not harder! Top fitness researchers test more than a dozen tummy-toning exercises in the lab, and using sensitive equipment to analyze muscle activity, discovered which moves work best. You do the simple exercise that WORKS—and forget the rest! See page 17.

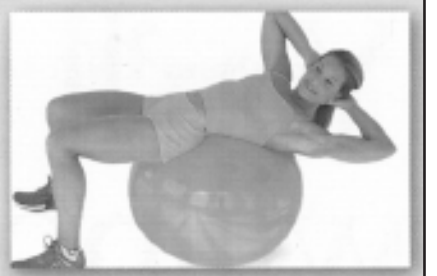
- **Shape beautiful arms with ONE easy move:** Target the specific muscles in your arms and shoulders to look trimmed and toned! Wave goodbye to flabby arms and go sleeveless! See page 21.

Total Body Firm-Up shows you how to quickly and easily firm up your butt, strengthen your back, shape up your legs, get rid of those "hippy saddlebags" and much, much more!

And the best part is, your copy of *Total Body Firm-Up* is YOURS FREE! It's your FREE GIFT, *Prevention*'s way of saying Thank You! There's NO obligation to purchase anything!

No more wasted workout time and effort! Get the results you want FASTER and EASIER!

Don't miss out! Just send in the Free-Preview Certificate TODAY!



▲ **The ONLY ab machine that actually WORKS!** We spend hundreds of millions of dollars a year on devices to firm up our abs—most of them don't live up to their claims. But one exercise "device" does—and it happens to be one of the least expensive ones! Find out more on page 18 of *Total Body Firm-Up!*

▲ **Spot-Toning is EASY!** Trainers once thought you couldn't get targeted results like this. Science has proved them wrong! All easy-to-do exercises are scientifically proven to target the specific areas YOU want to firm and tone! Don't miss this chance to get your hands on a copy of *Total Body Firm-Up!*

▲ **How to get muscles, NOT injuries!** All exercise do's and don'ts are fully illustrated—so you get results and NOT discomfort! *Total Body Firm-Up* will be your guide.

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*****

... Here's What This Amazing, Self-Propelled Fish Lure Does For You!

First of all, this Self-Propelled Fish Lure frees you forever from the filthy task of digging for worms and crawlers, catching frogs, or paying 50 cents to $1 for a bucket of minnows that die on you before you can even get them into the boat! It frees you forever from paying $3, $4 or even $5 for a fancy, "dead-as-a-duck" lure that only works when you tow it – that could never actually swim under its own power behind you!

It frees you forever from long torturous hours of careful work, tying your own flies and lures, because you just couldn't buy anything, anywhere, that would reach out beyond your farthest casts, and pull in the fish for you!

It means that tomorrow … you can go out in fresh or salt water … and haul in the eye-poppers with a lure that actually drives them into a frenzy with its crippled minnow action and its dying bee sound! It means that you can weigh down your boat with bigmouthed bass, small-mouthed bass, cat fish, dog fish … wherever you drop a line!

It means that you can fish better – novice or pro – sound asleep at the bottom of your boat – than most fishermen sweating and casting till their arms ache with ordinary, "dead-as-a-duck" lures!

And it means that you'll have the time of your life – not only amazing your friends and family with the hauls you drag home behind you – but just watching your fisherman friends' faces, the first time they see this incredible SELF-PROPELLED FISH LURE in action! Their eyes will almost pop out of their heads!

*****

Notice how all the most seductive details of the benefits are included … how a rich, vivid, pleasurable picture is painted … how the prospect is placed right smack dab in the middle of this exciting pleasure … how the amazing result he's going to experience (once the product is in his hands) is contrasted with the incredible ease of execution … and so much more.

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In fact, Gene's benefit copy is so good – you just might find yourself wanting the products despite the fact that you don't fish, garden, work with cars or have interests in any of the other countless niche markets he wrote ads for. And that's the single best way to recognize great benefit copy: *It makes you want to buy the product!*

Of course, practice is always going to be your best friend in this area. As copywriting legend John Carlton says, you need to find that "sweet spot" where your words and promises are going to perfectly resonate with the prospect. This can only come with the proper knowledge (what you're getting right now!) and then ongoing real world application.

Step #6: Make the Final Leap **to Emotional Benefits**

If you've been following Clayton for any length of time, you already know the immense importance he places on emotions in sales copy. Sure, people buy on benefits – but the more emotional that benefit is, the greater a catalyst that benefit will be. In other words, the easier it will be to motivate your prospect to ACT on what you're offering.

So how do you move from dimensionalized benefits to emotional ones? Actually, it's not as hard as you might think. Dimensionalized benefits are already very close – you just need to think about how your specifically dimensionalized benefit is going to make the prospect *feel*.

As you read through each dimensionalized benefit, ask yourself, *"Which positive emotion will this make my prospect feel? Which negative emotion will this help give him relief from?"* Keep thinking about these questions and then write copy where you lead your prospect through a description of how he'll feel.

This is very similar to the dimensionalized benefit process, because you're painting a pleasing emotional picture about your prospect's experience. You're creating a new world of positive feelings and elimination of negative ones: freedom from fear … anxiety … frustration.

As a basic example, here's a quote from a successful Rodale health promotion:

> *"The one-word miracle that heals and focuses your healing system every time you say it … This little-used word has a life-transforming power like no other word in the human vocab-*

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ulary. It will energize your heart and soul like nothing you have ever experienced before."

This is obviously an emotional benefit – and the possibilities are endless. Here are two examples Clayton used for Dr. Weiss:

And what's more, the exciting, all-weather investments you'll discover will help you pile up more money in the next two years than you did in the last eight!

*****

It gives you a truly enormous advantage over other investors … helps you eliminate unnecessary risks in your portfolio … and gives you the confidence to invest boldly in the handful of areas that are destined to bring you large profits.

Notice the emotions in these two examples: Excitement, confidence, boldness. All very desirable to this prospect.

Shockingly enough, emotional benefit copy is not used nearly as much as you might think. That's because the way you'll typically phrase your emotional benefits in your chart is simply going to be too direct.

In other words, your prospect doesn't want to be told what to feel – he wants to be led through an experience where he feels these emotions, automatically and unconsciously, *for himself*. This is the reason why you see dimensionalized benefit copy used in actual promotions much more than you see direct emotional benefit copy used.

Another thing to consider (when you want to convey an emotional benefit) – is the amazing power of a good testimonial. You telling your prospect what to feel is unappealing, sometimes even insulting. But another customer telling him how amazing he feels … the wonderful emotions he's experiencing because of your product … now, that's powerful!

As an example from our current case study, see **Figure 4-5**. At the bottom right, there's a little testimonial that concludes with the customer saying, "I feel calm and in control." And because these are precise emotions any prospect for this book wants to experience, it's very compelling.

Still, the vast majority of the time, you're not going to be directly stating an emotional benefit for your product. Rather, you'll present rich, fully dimensionalized benefits that effectively *trigger* the emotions you want your prospect to experience.

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Figure 4-5

The Sugar Solution Cookbook, your blood sugar rises slowly and steadily. Your energy lasts all day—a day that's FREE of cravings. It's a plan you can stick with forever, because you'll NEVER for one moment feel like you're denying yourself or sacrificing! You'll lose the weight you want safely and PERMANENTLY!

Live it up and
LOSE
weight!

Diet Food or Diet DISASTER?

Diet food like this raises your blood sugar too fast, doesn't satisfy you, and leaves you more vulnerable to cravings! Which will you choose? Diet food that makes you FAT—or delicious food that makes you THIN?

Does it really work?
You bet it does!

"Slow carbs put me in control of my weight!"

"My weight and my life were out of control," says Beth Shaw. She still battled her extra pounds and the extra pounds stayed put. Things didn't change until a personal trainer friend said her diet contained too many fast carbs and advised switching to slower carbs. "My weight began to drop instantly," Beth says. Within months, she was 20 pounds lighter. "I feel calm and in control," she says. *

The Sugar Solution Cookbook **will put YOU in control of your weight, too!** See for yourself!

Never Waste Another Meal on Diet Food!
It's Time to Enjoy Eating Again!

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Which isn't to say the emotional column of your chart is useless. You always want to carry your Benefit Chart all the way out into the emotional column because – by doing this – you get a fairly comprehensive list of the potential positive emotions you want your prospect to experience, as well as the negative ones you can help him break free from.

And you get a very good sense for how each one of your dimensionalized benefits is going to make your prospect feel.

When combined with close study of your prospect, this emotional clarity and understanding helps your sales copy on every level.

Step #7: Rank, Select and **Combine Your Benefits**

Once you've got all your benefits (functional, dimensionalized, emotional) out on the page, it's time to begin working with them! One of the very first things you'll want to do is carefully consider which benefits are most important to the prospect. To do this effectively, you can begin by using your intuition, asking yourself …

» Which benefits seem strongest and most appealing?

» Which feel more like secondary benefits?

» Which appear to be similar or identical benefits?

The last question is of special importance, because as you can see in your Benefit Chart – many of the features we originally listed lead to similar or even identical benefits. That's great because it means the product is able to deliver that same benefit in a variety of ways, making the benefit much more believable.

But let's go over an example from your chart so we can fully demonstrate it …

Two of the primary features we listed for this product are: 1) "Over 200 quick recipes (including main courses, salads, appetizers, soups, and desserts) all based on cutting-edge research about blood sugar and weight loss." And 2) "30 days of six meals a day menus."

Now these are very different features, but both actually lead to similar resultant benefits: The prospect gets to eat an abundance of great-tasting food, lose weight more consistently and more effectively than ever before, both his diet and life are dramatically simplified, there's no more confusion or guesswork about how to eat for weight loss, and more.

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From a copy perspective, you can see a nice example of this on **Figure 4-6**, where there are four little sidebars that move from features of *The Sugar Solution Cookbook*, to actual benefits. When you read the copy in each box, you'll see that each is actually leading to the same series of benefits: weight loss that's delicious, satisfying, fast, easy, and safe.

So when you're ranking your benefits, one of the first things you can do is see where there's repetition or crossover. If one or more features leads to the same benefit, treat it as a single benefit.

Then, your next step is to take your functional, dimensional and emotional benefits and list them out on a single page – which you can easily do by just cutting and pasting from Excel to Microsoft Word.

But Here's Where It Gets Tricky …

Now for the tough part: You've got all your benefits listed on a single document … and your job is to rank them in order of importance to the prospect.

So what do you do? The only logical choice is to revisit everything you learned about him in the first part of this chapter! For example, if in all your communications with target prospects, you consistently heard that he most wanted to eat delicious, carb foods while still losing weight fast – you know this benefit is very high on the list.

Your talks and questions to prospects should have given you a very acute sense of what he values first, second, third and so on. And never lose touch with your prospect throughout this process – once you've selected your benefits in what you believe is the most accurate order of importance – you then can double-check with one prospect after another to see whether you've got it right.

Ask him questions like, *"Which is more important to you ... Benefit A or Benefit B?"* Or something like, *"If you had to choose between Benefit A and Benefit B – which would you select?"* Or even better, you could ask, *"Do you have any money on you? Good, because what if I offered you Benefit A – would you pay [product cost] for it? What about Benefit B? What if you could only afford one?"*

Or you can come up with questions of your own. The point is that you use your relationship with actual prospects to: a) *figure out* which benefits are most important and … b) *confirm* that you've selected and assigned value to them in the right order.

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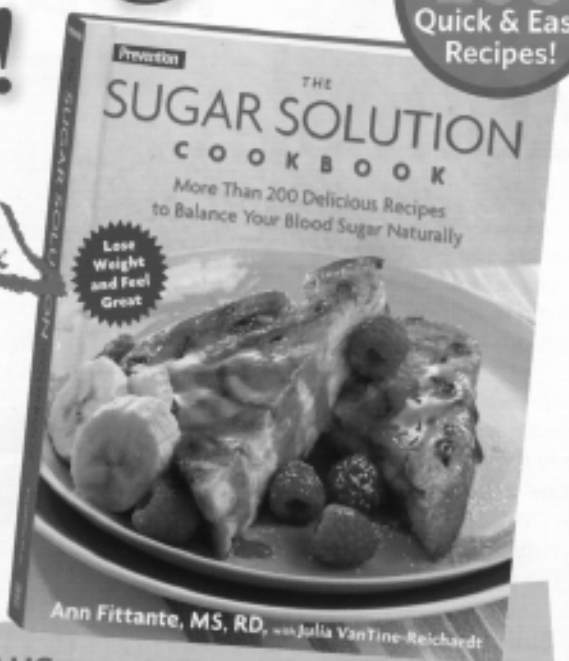
Figure 4-6

You'll never need willpower again to lose weight!

OVER 200 Quick & Easy Recipes!


Prevention
THE SUGAR SOLUTION COOKBOOK
More Than 200 Delicious Recipes to Balance Your Blood Sugar Naturally
Lose Weight and Feel Great
Ann Fittante, MS, RD, with Julia VanTine-Reichardt

For 21 days, with NO obligation to buy anything, see for yourself what it's like to enjoy the melt-in-your-mouth goodness of real food again, feel a burst of energy that lasts all day, banish cravings and hunger, and lose weight without even trying!

PLUS—

100 Best Foods to SPEED UP Weight Loss!

Weight loss scientists now know which foods will actually speed up weight loss! These are foods that have the uncanny ability to encourage weight loss because they SLOW DOWN your rise in blood sugar. There are a LOT of SURPRISES on the list—LUSCIOUS foods, CHEWY foods, SWEET foods, SAVORY foods, YUMMY foods you would NEVER expect to see on this list! When your FREE-PREVIEW copy of ***The Sugar Solution Cookbook*** arrives, turn to page 369 first!

PLUS—

How to FINALLY put the brakes on "stress eating."

Stress hormones not only make you eat more, but they also make you store MORE fat, regardless of how much you eat! ***The Sugar Solution Cookbook*** will give you dozens of easy ways to short-circuit stress so you can finally lose the weight you want and keep it off forever!

PLUS—

30 days of six-delicious-meals-a-day menus designed by a nutritionist to melt the pounds away!

The Sugar Solution Cookbook will guide you every step of the way to make weight loss easier, safer, and more reliable than ever! You don't have to GUESS what to eat, because there are 30 days of perfectly matched menus to keep you on track! You're never hungry, so you can lose all the weight you want without even trying!

PLUS—

The Sugar Solution Shopping List!

Exclusive brand-name guide to the best weight loss foods you can buy—breads, cereals, crackers, pasta, rice, snacks, and much, much more!

Just send in the Free-Preview Certificate TODAY!

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This is about as systematic as we can make the process for you. The rest you're going to have to leave up to hard work, practice, experience and the powerful instinct you develop throughout the process of working with benefits.

And you might also wonder, *"What's the point of all this ...?"* Simple …

Knowing Your Benefits In Order of Importance Helps Structure Your Entire Sales Message!

The end result of this process – why we're going through such intense detail and rigor – is so that you're able to structure your promotion for maximum persuasiveness.

This is the advantage of working closely with Clayton and other top writers. You see such incredible subtleties within their writing: In this case, the subtle element of how they structure and present their benefit copy according to the exact desires, thoughts and feelings of the prospect.

You see, once you know your most important benefits, you want to make sure that if your prospect sees anything from you – *he sees THOSE benefits!* And you often want to hit him with your most important benefits before the others (though there will be times when you want to finish with your most important benefit).

Here's an enlightening example: On **Figure 4-7**, you'll see the headline, deck and lead copy for the promotion we've been analyzing throughout this chapter. Look closely at the little bullets in the middle of the page: These are all the most desirable benefits this cookbook delivers – what the prospect wants more than anything else.

Also look closely at the order in which they're listed. It starts off with what's most important to the prospect: EFFECTIVE weight loss. Meaning that he actually WILL lose weight (unlike most other things he's tried) … and that he'll actually keep the weight off.

Then comes speed, because everyone wants to lose weight fast. Then ease – because even though we're not dealing with a "magic bullet" type of prospect who expects to take a pill and get skinny, he still wants it to be relatively smooth and easy. Not torture like many of the other options out there.

Then comes safety and energy. Because these are crucial to the prospect, but not quite as crucial as effectiveness, speed or ease.

But what's really interesting about this example is how one of THE most

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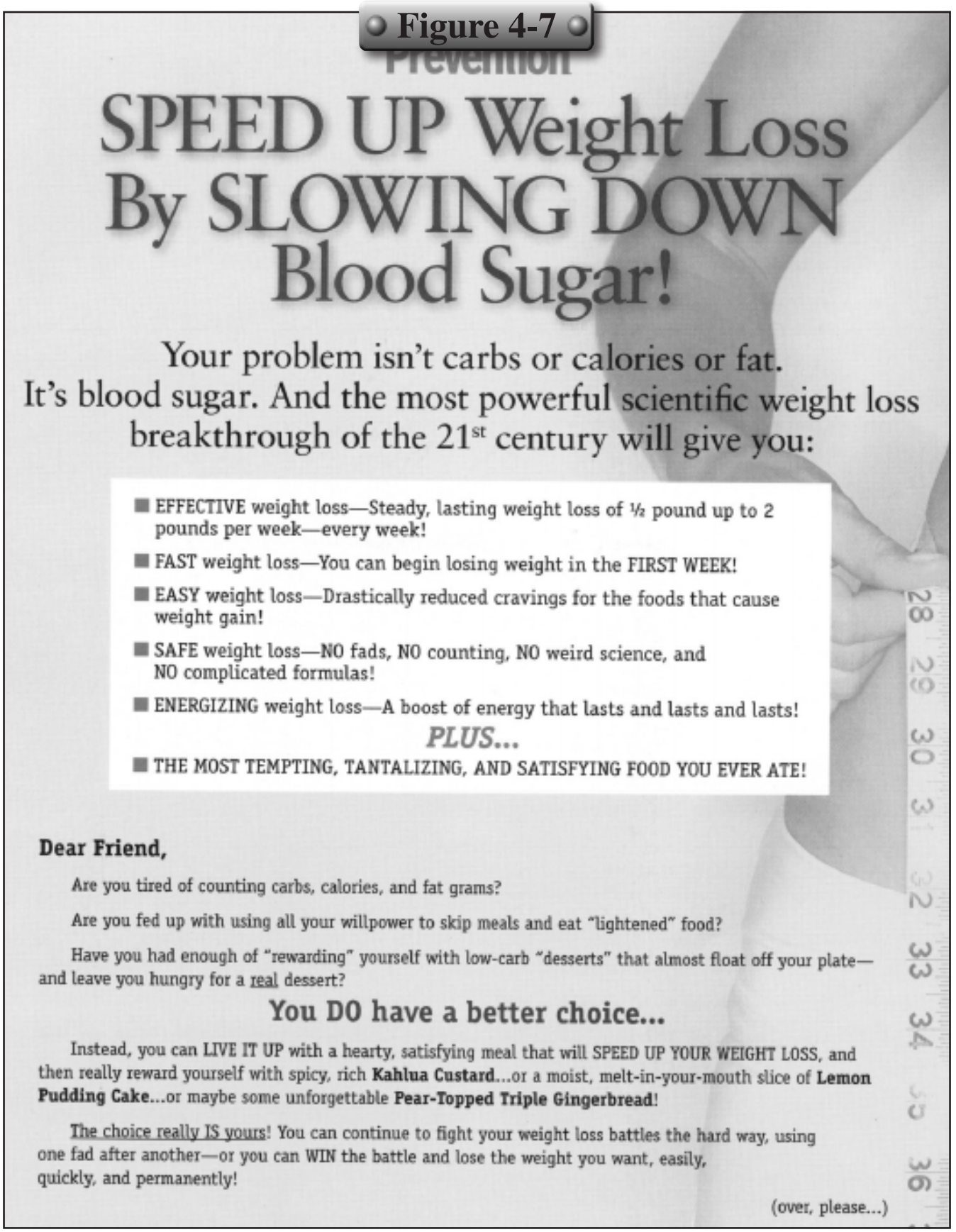
Figure 4-7



Prevention

SPEED UP Weight Loss By SLOWING DOWN Blood Sugar!

Your problem isn't carbs or calories or fat. It's blood sugar. And the most powerful scientific weight loss breakthrough of the 21st century will give you:

- EFFECTIVE weight loss—Steady, lasting weight loss of ½ pound up to 2 pounds per week—every week!
- FAST weight loss—You can begin losing weight in the FIRST WEEK!
- EASY weight loss—Drastically reduced cravings for the foods that cause weight gain!
- SAFE weight loss—NO fads, NO counting, NO weird science, and NO complicated formulas!
- ENERGIZING weight loss—A boost of energy that lasts and lasts and lasts!

PLUS...

- THE MOST TEMPTING, TANTALIZING, AND SATISFYING FOOD YOU EVER ATE!

Dear Friend,

Are you tired of counting carbs, calories, and fat grams?

Are you fed up with using all your willpower to skip meals and eat "lightened" food?

Have you had enough of "rewarding" yourself with low-carb "desserts" that almost float off your plate—and leave you hungry for a real dessert?

You DO have a better choice...

Instead, you can LIVE IT UP with a hearty, satisfying meal that will SPEED UP YOUR WEIGHT LOSS, and then really reward yourself with spicy, rich **Kahlua Custard**...or a moist, melt-in-your-mouth slice of **Lemon Pudding Cake**...or maybe some unforgettable **Pear-Topped Triple Gingerbread**!

The choice really IS yours! You can continue to fight your weight loss battles the hard way, using one fad after another—or you can WIN the battle and lose the weight you want, easily, quickly, and permanently!

(over, please...)

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important benefits of the book, right up there along with overall effectiveness, is the desire to eat delicious food in the process. And this benefit is saved for last in the list.

So Why Do This?

Because you want your benefit list to finish strongly. If each benefit gets progressively weaker until you end with the least desirable benefit, just think about how the prospect is going to feel reading it. It's kind of a let down, right? And the overall energy and momentum of your copy is reduced.

You want none of this to happen. So it's often a good idea to do what this writer did and move from highly desirable benefits to less desirable ones, yet still saving one very, very hot benefit to round off the list. This way he feels very good and excited when finishing up the list, and has much more momentum going into the next section of the copy.

This same pattern applies throughout your copy. If you look at some of the Gene Schwartz examples we've provided, you'll see that he often starts with a very appealing benefit … it gets dimensionalized and expanded upon … and then always finishes with something incredibly powerful. As proof, just look at the fishing example we gave you earlier in this chapter, you'll see that the final benefit is very compelling and emotional: Having the time of your life while amazing your friends and family.

This same secret applies to the overall structure of your promotion. It's often wise to structure your overall sales letter according to the presentation and proof of your benefits. And if you do it this way, it means that you'd lead your copy with your strongest benefit … move through the secondary and tertiary ones … and then finish with one of your very strongest.

Using your benefits this way is so powerful and systematic, it really does put you light years ahead of almost anybody else out there writing.

Step #8:
How to Word Your Benefits
for Maximum Impact

Okay, so you've gotten to know your prospect … you've uncovered every possible benefit your product offers … you've selected and ranked them in order of importance to your prospect … and you've used this understanding to structure the various aspects of your sales message.

Now it's time to focus on how to word your benefits.

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First thing to understand: If you're going to repeat the same or similar benefits, you will need to word each of them a little differently. This is something copywriting legend Gene Schwartz was an absolute master at – presenting the same benefit from a variety of angles. This way the repetition actually strengthens the power, desirability and believability of the benefit.

Here's an example from one of his memory ads:

*****

… But this is just the beginning of the "miracles" you can perform with your memory. This secret is just one of the over 50 MEMORY INTENSIFIERS contained in this book …

For instance – REMEMBERING NAMES AND FACES! … How would you like to walk into a room of twenty new people – meet each one of them only once – and then remember their names, automatically, for as long as you live …

Think of the advantage in business, when you can call every customer by his first name, and then ask for his wife and children, instantly, by their first names! Think of the impression you'll make when you ask him about the state of his business, his hobbies, when you repeat, almost word for word, the last conversation you had with him! Think of becoming a celebrity at your club – as the member who "knows everyone" – who can be depended on to avoid mistakes, to win new friends for the organization, to get things done!

*****

Notice how Gene takes one benefit (remembering names and faces) and then adds a variety of dimensions to it. Each is worded differently – yet notice how he repeats the "think of" phrase over and over. This selective form of repetition works subtly to show the reader that the same original benefit is doing all these additional things.

Another thing you can do is explore the multiple benefits that a single feature offers the prospect. Here's a quick passage from his classic work, *Breakthrough Advertising*:

*****

At every point your product touches the life of your prospect – price, availability, ease of use, durability, portability, replacement and maintenance, even unwrapping the carton it comes

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in – it furnishes you with another fresh perspective in which to reiterate and reemphasize its benefits. Here is just one example – stressing the ease of application, and contrasting it with the tremendous benefits that that application gives you.

... One week from today, you are going down to your car. You are going to lift up its hood – you are going to take the black shining can we send you – and you are going to simply pour its contents into the oil filter pipe of your car!

That's all the work you will do! That's all the skill you need! And yet in that 30 seconds work, you will improve your car's performance in eight different ways!

With just 30 seconds work, you will strengthen the engine of that car so greatly that you will get 2 to 3 to 5 miles more per gallon from every gallon you buy …

With just 30 seconds work, you will lubricate that engine so thoroughly that you will drive up to 5,000 full miles without even looking at your oil …

And, with just 30 seconds work, you will protect that engine so completely that you will add up to four years to its power and life! … you will push off the ring and piston jobs that might cost you $75 each – for years!

*****

Not only is it amazing how Gene spun off a whole series of powerful benefits from the same feature, this is yet another picture perfect example of how great dimensionalized copy looks.

Gene's benefit copy is very direct and high energy, which worked for his market at the time the ads were published. Yet, many of today's markets require benefits that are a little more subdued and indirect.

That's why we've included an example that's mailing right now. Look at **Figure 4-8** to see for yourself. It's interesting because it deals with the very same subject as our *Sugar Solution Cookbook*, yet words the benefits in a different way.

The headline of the spread is cut off, but if you could see it fully, it would read, *"Eat like an old-fashioned farmer and GET SKINNY AS A RAKE."* Then underneath it says, "Feast on carbs, forget 'low-fat' and you too could lose 50 pounds …"

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Figure 4-8

Eat like an old-

GET SKINNY AS

Feast on carbs, forget "low-fat" and you too

"Dr. Inglis listened carefully to me...helped me with nutrition [and] today I AM 50 POUNDS LIGHTER!"

—Rita Mary,
Great Barrington, MA

If you ever sat down to supper with an Amish farm family... The Amish live much as their ancestors did 150 years ago, and their meals can be sky-high in carbs and fat. There's so much wonderful food on the table — breads, preserves, butter, cheeses, meats, and second helpings, and dessert...

It's a scene that would totally horrify any low-carb *or* low-fat diet guru...

Yet obese Amish farmers are scarce as hen's teeth! A new study of Amish farm families found that, despite ignoring every piece of modern dietary "wisdom" that's come down the pike, their obesity rate is a minuscule 4%. The rest of America is *8 times* fatter, with a rocketing obesity rate of 31%!

How come? Part of it for sure is all the exercise they get, but there's much more we can learn from these old-fashioned farmers. And if *you'd* like to lose 10, 20, 50 pounds — or more! — there's no more satisfying way than my "old-fashioned farmer's eating plan." I'll send you all the mouthwatering details in a FREE REPORT, ***How to Eat Like a Farmer and GET SKINNY AS A RAKE.*** No, I haven't lost my mind. Let me explain why this shockingly permissive "diet" peels off the pounds (and keeps 'em off!) so easily.

❖ Skinny Secret #1: Why buttering your bread makes it less fattening...

Yes, the latest studies confirm it's true and it actually makes a lot of sense...

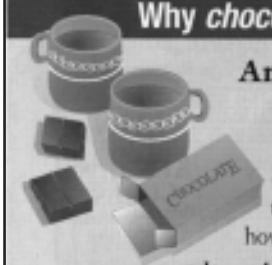
Because carbs don't really count *until they hit your bloodstream!*

You see, the faster your body absorbs a food, the more it spikes your *blood sugar*...

The higher your blood sugar spikes, *the more insulin you secrete*...

And the more insulin you

Why *chocolate* is the world's best COUGH MEDICINE...



And 8 more tidbits they *still* haven't told you about your favorite treat!

Maybe you've heard that chocolate has more antioxidants than broccoli. *Great news!* But it's just the beginning for this food of the gods. I'll show you in your FREE REPORT how you can actually use with chocolate, like medicine...

- **It can be a fantastic *cough medicine.*** At least as effective as codeine, says a new study. (This is welcome news, since another study shows that over-the-counter cough syrups are worthless!)
- **It could lower your blood pressure 10 points** when used as directed in your FREE REPORT...

But make sure you're using the right kind! Many chocolate bars are expensive junk, and some mass-produced varieties include chocolate from Ivory Coast plantations that still rely on child slavery. Let me give you my list of recommended brands, dosage instructions and 6 more fascinating tidbits about your favorite treat (including why it won't spike your blood sugar), in your FREE REPORT, *How To Eat Like Farmer and GET SKINNY AS A RAKE.* (The report is FREE and you already love chocolate, so what are you waiting for?)

Full details in your
FREE GIFT #6
How to Eat like a Farmer and GET SKINNY AS A RAKE!
See page 23 now to claim all 10 Volumes!

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Now read the lead paragraph, "If you ever sat down to supper with an Amish farm family …" Notice how the benefits are conveyed indirectly: It talks about how the Amish live long lives, eat plenty of rich foods – including carbs, fats and meats, and still they have virtually no obesity.

Presenting a scenario like this that conveys the benefits of what you're selling, indirectly, can often lead to much less resistance and more believability from your prospect. That's the beauty of it. Then, when the time is right, you can switch to more direct benefit copy like Arthur Johnson does in the third paragraph ("And if you'd like to lose 10, 20, 50 pounds – or more! – there's no more satisfying way …")

And the chocolate sidebar you see on the same page is another example of indirect benefit copy. It takes something the prospect already loves and wants to eat all the time – and then shows him how it's actually *good* for him.

Before we conclude this chapter, let's go over a few final pointers about wording your benefit copy – so that it always sounds like music to your prospect's ears! Always take these ideas into account …

» **There are many times when you'll want to build up the value of your benefit, BEFORE you reveal it!** Gary Bencivenga is probably the best at this, and his classic statement, *"This treasure trove of knowledge is based on more than $1 billion and 40 years' worth of scientific advertising tests …"* is an example of how he builds immense value into his benefits, before spelling them out explicitly. This not only creates a sense of anticipation, it changes the way the prospect perceives the benefit once it's revealed. And it's a very positive change indeed!

» **Be honest, yet put your best foot forward.** While you don't want to mislead your prospect, he understands that you're going to be selling the best case scenario. So remember to do just that! One example of this is something Clayton does all the time in the investment market, *"How you can USE the coming crash to pile up profits of 211% … 501% … up to 929% – and probably much MORE – in 2002!"* Simple phrases like "as much as" … "up to" … "in as little as" … all allow you to honestly sell the best case scenario to your prospect.

» **When possible, use the "Little to BIG" technique.** This is where you talk about a small little factor

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that produces a HUGE resultant benefit. You've already seen this repeatedly in some of the Gene Schwartz examples, where he talks about pouring a simple can of fluid into your engine and then watching as all these amazing things happen.

This technique works amazingly well in virtually any industry. One of Clayton's most successful health promotions – a single piece of copy he's made millions from – is about how a tiny little capsule can free you from life's scariest health problems … save you from five or even six-figure medical bills … and, most importantly, save your life.

Here's the copy from the cover of a bookalog:

*****

The Amazing 23-Cent CIRCULATION MIRACLE!

Help scrub away artery-clogging plaque and unleash a flood of healthy blood to your heart … your brain … and to every organ, muscle and cell in your body!

THE BUZZ: What REAL people like you are saying:

"Heart Clogs Shrink Significantly!"

"I Kissed Blood Pressure Problems GOOD-BYE!"

"Improve Cholesterol BETTER THAN ANYTHING!"

"My EYESIGHT is Sharper!"

"My Joint Discomfort and Blood Sugar Problems are GONE!"

"Painful Leg Cramps VANISHED!"

"Sex Problems? *WHAT* Sex Problems?"

"Sleepless Nights GONE, Energy RESTORED!"

*****

Notice also how Clayton took these strong benefits – which were reported by real customers – and then condensed them into a tight, compelling series of statements.

» **Use the exact wording, jargon, slang and expressions your prospect is** *already* **using!** In order for your benefits to register perfectly in your prospect's mind – and trigger the level of desire you want – they must be in HIS language. You see, you might have exactly the right benefit nailed – but if the way you say it sounds like an outsider, it will be quickly dismissed. In fact,

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chances are high that YOU will be dismissed!

The golf market is a perfect example of this. Copywriting star, John Carlton, is perhaps one of the best writers at mastering the slang, jargon and 'talk' of niche markets. Here's an example from one of his golf promos:

*****

Why Are "Sanctioned" Teachers Screaming Bloody Murder About The Simple 4-Step Golden-Glove "Body-Shot" Secret That Forces You To Deliver Massive Power Through Your RIGHT Arm For Breathtaking … Accurate … Monster Tee Shots!

Why? Because Using Raw Power From Your Right (Strong) Side Is The OPPOSITE Of What Nearly Every Pro Instructor Has Been Teaching For YEARS!

This New "Body Shot" Secret Is Perfect For ANY Seasoned Golfer Sick-And-Tired Of Using Old "Rookie" Swing Tactics That Rob You Of Power … Distance … and Accuracy.

The Result: An Incredible New Pro-Level "Natural Power" Swing For Super Accurate … Straight As An Arrow … 300+ Yard Cannon-Shots!

*****

Why is this skill so crucial? Because the wording you need to use is going to change from market to market, prospect to prospect. And because how you word your benefits can literally make or break your success.

This holds true whether you're writing copy to investors, Internet marketers, guys looking to improve their dating life, health nuts, or anything else. And again, it comes back to knowing your prospect … striking intimate, ongoing relationships with actual prospects for your product or service …

… Absorbing their hopes, dreams and desired benefits – in the precise way they typically verbalize them … and then putting this into your copy from beginning to end.

How to Make This Process Work in Your Own Projects

If you've studied many of the copywriting resources on the market, you know that this chapter provides a more detailed break down of the subject of benefits than anything else available. That's why you should refer back to it – throughout your process of working through this course – and throughout

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your process of completing real-life assignments.

At this point, many readers often wonder, "*Will I always need to use this elaborate, step-by-step process?"* The answer is both "yes" and "no."

We strongly recommend you follow it strictly for a while, getting used to the process of knowing your prospect intimately … drawing out every single imaginable benefit for your product … taking them to the deepest possible level … matching everything up with your prospect and what he or she desires most … and then structuring your promotion accordingly.

But "no," you won't have to use it consciously forever.

This one process – even if you let it go later on – will give you such amazing natural discipline and understanding as you progress through your career. Clayton no longer follows it strictly – but still profits to this day from all the work he did with this material many years ago.

Plus, mastering everything related to benefits helps you in the next stage of your copywriting process … PROOF – because your benefits don't mean a thing to your prospect unless you can actually prove them. That's what Chapter 5 is all about.

See you there soon ☺.

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Action Steps

4

Benefits

The process of uncovering the benefits of your product or service is as essential to selling as oxygen is to life. Every piece of copy you ever write … every order your promotion pulls in … ALL hinges on the quality of the benefits you promise, and your ability to make them sound seductive. Now, you'll work your way through a methodical step by step, proven process sure to double or triple the accuracy and overall potency of your sales copy.

Benefits turn prospects into buyers … they are what your prospect gains by sending for your product or service.

Also remember never to confuse features with benefits. This is a big mistake beginning writers make. You see, features are the elements or tangible components that make up a product or the physical steps to a service. But your benefits is what he's *really* buying – it's the greener lawn (benefit) that comes from buying grass seed (feature).

Another example: If you want a faster computer so that it saves you time (benefit), you will be shopping for the fastest processor chip (feature).

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Finally, follow the process for understanding your benefits in order of importance. Knowing your benefits in order of value helps you structure your entire sales message.

1. Review and Refine Your Research.

   Collect prospect information as accurately as possible by:

   a. Making the Internet your secret weapon.

   b. Gather everything you can find.

   c. Network offline.

   d. Always check your accuracy.

2. Know your prospect inside and out by asking:

   a. What problem does he want to solve?

   b. What are his core desires?

   c. What are his relevant beliefs?

   d. What negative and positive emotions is he experiencing?

   e. What has he purchased or tried before?

   f. What's the competition telling him?

3. Expand your understanding by creating a Benefits Chart/Spreadsheet (just like you saw on Figures 4-2 and 4-3)

   a. Create a complete features inventory of your *entire offer* including your product, premiums, payment terms, price, and more.

   b. Figure out *why* each feature exists.

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c. Translate each feature into a Functional Benefit: what each feature actively *does* for your prospect (use action verbs).

d. Dimensionalize each benefit as much as possible with the most vivid, seductive description and experience.

e. Make the final leap to emotional benefits.

   i. Which positive emotion will this make my prospect feel?

   ii. Which negative emotion will this help give him relief from?

   iii. How are these emotions *triggered*?

   iv. Then lead your prospect through an experience where he feels these emotions, automatically and unconsciously, for himself.

(By the end of this process, you'll typically have a *very* long list of the various types of benefits.)

4. Rank, select and combine your benefits.

   a. Take your functional, dimensionalized and emotional benefits and list them out on a single page or section of your running document.

   b. Rank them in order of importance to your prospect.

      i. Revisit everything you know about your prospect.

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ii. Which benefits seem strongest and most appealing?

iii. Which feel more like secondary benefits?

iv. Which appear to be similar or identical benefits?

v. Speak with prospects to figure out and confirm the order importance and each benefit's actual value.

» Which is more important to you … Benefit A or Benefit B?

» If you had to choose between Benefit A and Benefit B – which would you select?

» Do you have any money on you? Good, because what if I offered you Benefit A – would you pay [product cost] for it? What about Benefit B? What if you could only afford one?

» Come up with your own questions to confirm or adjust the order of your benefits list.

5. Examine the wording and structure of your benefits for maximum impact.

   a. Build up the value of your benefit, *before* you reveal it.

   b. Be honest, yet put your best foot forward.

      Use phrases like:

      » "as much as …"

      » "up to …"

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» "in as little as …"

c. Use repetition for power.

d. When possible, use the "Little to BIG" technique.

e. Use the exact wording, jargon, slang and expressions your prospect is already using.

Once you have all this in place … when you've successfully created your benefits chart/spreadsheet … when you've pulled out the strongest benefits and ranked them in order of importance … cut them and paste them into your running document. (The same one you started in the research phase.)

This adds more raw copy to your draft that we will later organize and polish as we dive deeper into the process.

Now let's move onto Chapter 5, where we'll focus on proving those benefits!

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Quick-Start Copywriting System

5

How to Prove Every Promise You Make

In this Chapter …

- Why belief is the real secret to getting your prospect to buy – the key ingredient nearly every marketer underestimates …
- 18 time-tested proof credibility secrets guaranteed to overcome even the most skeptical readers (and guaranteed to make your competition look like mere amateurs!)
- Six proof elements EVERY piece of copy must have – no matter what market, no matter what medium (leave them out, and you're sure to only get a measly fraction of your optimum response) …
- And so much more!

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Let's cut right to the chase: If your copy lacks adequate *proof and credibility* – clear, concrete elements that legitimize everything you're promising – even the flimsiest objection will crumble your ad like a ten-ton wrecking ball.

Why? Because it's a fact – each and every prospect you're writing to will be bombarded with some 650 advertising messages a day. That's nearly 240,000 per year, every year of his or her life – and the volume is multiplying every day.

Those messages have made your prospect a grizzled, veteran consumer with MILLIONS of advertising impressions and thousands of purchases under his belt. Some of his purchases have lived up to their advertising claims, but many have not.

As a result, your prospect is a master skeptic. His mental spam filter works at light speed and it blocks out hundreds of ads every day without him ever blinking an eye. Plus, the more saturated the market you're selling into, the more powerful your prospect's ability to dismiss advertising claims.

All of this makes your mission – to get him to *read*, *believe* and then to *act* on what you promise – that much more challenging.

But here's the good news: If your benefits resonate strongly enough with what your prospect wants … these credibility secrets are EXACTLY what you need to get your message believed and acted upon. And most importantly, they're EXACTLY what you need to make both you and your clients a bundle as everyone else continues to overpromise and underprove.

Why You Might Need a "Brain Cleanse" On the Subject of Proof

Many writers and marketers come into this industry thinking that it's the benefit or promise that's most essential. Proof is just something that must be inserted afterward for added power.

Nothing could be further from the truth!

Think of it like building a house. When the builders start, they begin with cement, wood, nails and other materials that will hold the house together. This makes up the foundation.

Of course, nobody would buy a house that was just a bunch of cement, wood and nails! The house needs visually appealing, emotionally stimulating, and more "functional" elements present before the sale can be made. But the initial, foundational materials *hold* and

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support the structure so that the sexier elements of the house can later work their selling magic.

And it's the same with your ad. Of course, it's the benefits and emotional impact of your sales message that will do the ultimate selling … but without a foundation and structure in place, you won't ever get someone in the door.

That's exactly what proof and credibility do for you. They give your promises, benefits, and emotions the foundation (believability) they need to work their selling magic in the mind and heart of your prospect.

Leave them out and the slightest objection or skepticism will rip through and wipe out your advertising efforts like a Category-5 hurricane.

18 Time-Tested Strategies for Proving Every Promise You'll Ever Make

We've done our best to organize the following proof elements – most of which we learned hands-on, directly from Clayton – by beginning with the most foundational ones that simply CANNOT be missing from your ad. This way you get a sense of the overall importance of each one and why your ad will get hammered if you leave them out.

If you've heard of them, please bear with us. Even if you understand the technique already, it's helpful to see how all the elements work together to build TOTAL credibility and believability. That way, you can start to evaluate other ads – as well as your own – strictly on the basis of their proof and credibility.

Why would you need to do that? Because just like the dominant lion who can instantly spot the weak animal in a herd, mastering the lessons here will give you the ability to *instantly* spot, attack and ultimately take down other controls … outmarket competitive products … or even conquer niches that are weak on proof and credibility.

The Bare Necessities

1. **Offer Strong "Reasons Why"! –** Reasons why your product is different, reasons why you'll deliver the benefits promised, and reasons why he should act NOW …
2. **Always Be Specific! –** Making sure every claim, reference and statement you make is as specific as possible …
3. **Support Your Copy with a Logical Foundation! –** The airtight, if "A" then "B" then "C" argument that runs throughout your copy …

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4. **Follow Claims With Examples and Documentation! –** The immediate backup of every claim or promise with some sort of example or documentation …
5. **Back Everything Up With a World-Class Guarantee! –** The risk-relieving demonstration of confidence you have in your product …
6. **Use Compelling Testimonials! –** What real customers are saying about their experience with your product …

Added Proof Strategies That Will Often Save Your Life

7. **The Mechanism of Action!** – The unique way, method, or system in which your product is able to deliver the benefits promised …
8. **Paint a Vivid, Compelling Picture! –** Highly detailed, vivid pictures that gives your prospect conviction that you've actually "been there" …
9. **Demonstrate the Product! –** Showing how the product looks and *works* in action …
10. **Be Somebody! –** Why the person standing behind the product is highly qualified to be selling this product …
11. **Show Some Personality! –** Proof that there's a real, living person talking to you about the product – not just a bunch of words on the page …
12. **Brag About Your Track Record! –** The company, the product or the editor's record of success in *keeping* similar promises to those being made in the ad …
13. **Walk Them Through a Case History! –** Extended testimonials that tell a story of a satisfied customer who changed his life with your product …
14. **Connect Your Product to Clinical Studies! –** Studies conducted by notable institutions that prove the nutrients in your product deliver a specific benefit(s) …
15. **Harness the Power of Publication! –** Major publications that have mentioned your editor, your product, the nutrients in your product, etc …
16. **Demonstrate Your Benefit with Process/Graphic Sidebars! –** Visual, scientific looking images showing how your product works or why what you're claiming is true …

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17. **Feature Media Appearances! –** If your editor, owner (or product) has been mentioned, interviewed or featured on a notable television show or channel …

18. **Seek Out Celebrity Endorsements! –** Celebrities that vouch for the quality and benefits of your product …

Having researched endless stacks of successful direct response ads, Proof Strategies #1-6 simply MUST be part of *any* attempt at maximum response. To leave them out would be marketing suicide.

But this isn't to say that strategies #12-18 aren't valuable. Top writers wouldn't even consider promoting an investment newsletter for an editor without a killer track record (#12). Nor would they think of promoting a supplement without a process sidebar (#16) that shows how it works in the body.

Just realize that there are times where – especially if you're a fledgling entrepreneur – you can survive with the first six strategies alone. It all depends on the market. And if you're a copywriter, you must be careful NEVER to accept an assignment without having at least "the bare necessities" (#1-6) solidly in place. Without them, you'll be leaving tons of money on the table … and it could reflect poorly on your skill as a copywriter.

Generally speaking, the more saturated the market is – the more of the 18 elements you'll need. Alright, let's get down to business …

PROOF STRATEGY # 1: Offer Strong "Reasons Why"!

Quite frankly, if there's no reason for your prospect to buy your product – you shouldn't be selling it! If you're in the direct response biz, you know you need "reasons why" in your ad. But more than that, you need to focus on finding the *very best* "reasons why" to use at each stage of your copy.

First, you'll need compelling reasons why your prospect should read your ad. This is what Clayton calls the "readership sale." The best reasons are often because your headline resonates powerfully with your prospect's dominant emotions, it offers exciting news, you're promising unique benefits the prospect *desperately* wants, etc.

The better you know your prospect, the more accurately you'll laser in on the best ways to bribe him into reading. So do as Clayton says and "walk a mile in your prospect's shoes."

Second, you'll need compelling reasons why your product is unique and superior to other options your prospect has access to. This is what helps make

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up your USP – how you document your approach is both different *and better* than anything the prospect has ever seen.

Third, you'll need compelling reasons for him to believe that everything you promise is true. This is accomplished using all the other proof strategies we're about to discuss – the elements that build your belief structure.

If you look at **Figure 5-1**, you'll see a promotion Clayton wrote for *Undiscovered Stocks.* It uses all three "Reasons Why" techniques:

The bullets below the headline both give the prospect reasons for reading – believable promises of making bigger gains in the market, avoiding dangerous blunders and the ability to "end years of frustration" …

It also, in the copy at the bottom (**Figure 5-1**), gives the reasons why this approach will be uniquely valuable – different from other approaches – because it offers six unique and undiscovered stocks set to soar, plus the opportunity to get in FIRST …

And finally, there's the reason why the prospect should believe the promises being made with the pre-head across the top. It does this by citing Nancy's impressive track record (gains of up to 289% in the young bull market).

This should give you a better sense of how "reasons why" work and why it's so fundamental to every part of the copywriting process. With practice, there's no limit to how good you can get at this technique!

PROOF STRATEGY # 2: Be SPECIFIC!

The great Claude Hopkins once wrote, "Platitudes and generalities roll off the human understanding like water from a duck. They leave no impression whatsoever. They suggest looseness of expression, a tendency to exaggerate, a carelessness of truth. They lead readers to discount all statements that you make."

This means that every generality in your text is a landmine. You never know when one of them will explode in your face.

That's why Hopkins continues, "Specific facts, when stated, have their full weight and effect … This is very important to consider in written or personal salesmanship. The weight of an argument may be multiplied by making it specific."

So instead of merely saying "You'll save time," tell your prospect he'll save 18 minutes a day on average. Don't say,

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Figure 5-1

Renegade stock-picker **NANCY ZAMBELL** — whose stocks are **ALREADY** generating **gains of up to 289%** in this young bull market — invites you to aim for...

TRIPLE-YOUR-MONEY GAINS by Staying ONE STEP AHEAD OF WALL STREET!

IN THIS URGENT ALERT:

It's time to TURN the tables ON WALL STREET!
Scores of big brokers, hundreds of money managers and millions of gullible stock market sheep come to you, hat in hand, BEGGING you to sell your stocks to them. You happily oblige, sell at TOP DOLLAR, and rake in a great windfall! Your secret? *LOOK AT PAGE 7, INSIDE!*

Why the odds are 9 in 10 that YOUR stocks will LOSE money — even when the market soars:
The two "cardinal sins" that sentence you to lower profits than you deserve — and that could cost you everything in the next 24 months. PLUS, how avoiding these common blunders could make you richer than Midas in 2004-2005. YEARS of frustration can end with the sage advice on PAGE 6, INSIDE!

PLUS:

Six undiscovered stocks set to SOAR:
Each one is a huge opportunity to BUY LOW — and yet each has exactly the kind of credentials that turn Wall Street analysts, money managers and institutions GREEN with envy!
Here's why their names will soon be on EVERYONE'S lips ... why their prices are set to soar ... and why — if you act now — you'll be laughing all the way to the bank! ***PAGE 8, INSIDE!***

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"Buy now and save!" Say, "You SAVE $77 by calling in the next 15 minutes!"

Here's a fantastic discipline used by many A-list writers: Read through each draft looking for excuses to add specifics that fully dimensionalize every problem and every promise.

Do this meticulously and your prospect will have trouble questioning anything you say.

PROOF STRATEGY #3: Support Your Copy With a Logical Foundation!

This is closely related to the "reasons why" process – it means that your copy MUST have a clear, logical progression. While we'll cover this in much more depth in Chapter 8, for now it's important to see how it operates within the context of proof.

That means starting at point "A" … progressing to point "B" … moving on to point "C" … and so on, until you've reached your ultimate conclusion: That only a drooling moron would even think of passing on this generous offer.

To do that, you must build your case logically and methodically – just like a builder constructs a home.

You must begin with a rock-solid foundation and then build on each completed argument with the next … piece by piece … in a logical order … until ordering becomes the most sensible thing he could ever do.

You want every argument you present in your copy to be backed by such an airtight chain of logic. You want to begin with facts the reader already knows and/or that can be easily documented by searching online, in books or in periodicals.

Then, each time you make a new claim and introduce a new piece of information, you connect it logically to the point made before it. Do this properly and you'll leave him with no mental room to question your promises.

While the logical argument you find in many larger self-mailers can be pretty complex, this process doesn't have to be that way. Especially in other types of ads. Let's look at a very simple argument for a book about managing difficult people. The promotional copy reads:

*****

> "Take, as an example, the man who habitually refuses to follow your instructions. There is a basic, underlying reason for this. Mr. Givens [the author of the book] shows you how to find that reason and then explains the means of correcting it. The

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whole solution can be surprisingly easy once you have realized the underlying causes …"

*****

While the process Mr. Givens uses is not disclosed (they want you to buy the book and find out!), the argument used in this example is fairly simple: (a) There's an underlying cause for employees being "difficult" … (b) Mr. Givens will show you how to find and correct that cause … (c) Once you find and correct the cause of the problem, managing difficult people becomes surprisingly easy …

When your "A" … "B" … "C" argument makes good sense, it helps quiet that part of your prospect's brain that's likely to object to your claims. This allows you to pile on benefit after benefit with far greater believability.

PROOF STRATEGY # 4: Follow Claims with Examples and Documentation!

This technique is surprisingly simple. Whenever you make a benefit claim, you offer specific examples to support that claim. For example, if you claim that "gold stocks are positively skyrocketing in value" … you provide compelling examples of gold stocks that are! Pretty simple, huh? And even more surprising that many writers forget to do this.

Or if you claim, "blueberries could easily be the most nutritious food in the world" … you provide compelling examples of all the important nutrients found in blueberries … nutrients NOT found in other foods.

If you claim that you can make entrepreneurs more money, you'd offer the best examples of where YOU'VE actually made entrepreneurs more money.

And you want to provide the very best examples you have. Put your best foot forward. Always consider the impact of your examples … think to yourself, "As a reader, would I be impressed and persuaded by seeing this example?" Then *only* provide just enough to convince your prospect. There's a delicate balance here because not enough examples will fail to persuade him, but overkill will bore him. You risk him skipping ahead or even throwing away your copy.

Clayton's honed his skill by continually putting himself in his prospect's shoes and being able to anticipate his prospect's "fits of skepticism." When he senses that a prospect reading his copy is about to get the "Yeah, right" feeling, he immediately inserts an example or another proof/credibility element.

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PROOF STRATEGY #5: Back it Up With a World-Class Guarantee!

Believe it or not, your guarantee is one of the most important credibility devices in your copy. Chapter 18 covers the entire subject in amazing depth.

But for now, you should go beyond thinking of it as a simple "risk reliever," designed to push borderline prospects into taking action on your offer. Instead, think about your guarantee as proof. Proof of how certain the people behind the product are about delivering on every promise.

Here are a few different guarantee themes that have worked well (we'll have an entire chapter on guarantees later on in this course!):

The "Contract." This type of guarantee is designed to create a professional "business relationship" between you and your prospect. In it, you'll repeat all of the wonderful things you're going to do for your prospect – often including the specific amount of money you're promising to make him or save him – and then say something like:

> "If I fail in any way to deliver on these promises at any time – even on the last day of your subscription – everything I've sent you in the meantime is FREE. I'll cheerfully refund every penny you paid and insist that you keep everything, completely without cost or obligation."

On **Figure 5-2**, you can see an example of the "Contract" style guarantee from Larry Edelson's *Real Wealth Report.*

The "Personal Promise." This approach is designed to create a strong emotional bond between you and your prospect. It's a personal-looking letter from you to him.

It acknowledges and validates how your prospect feels about his purchase decision right now.

It demonstrates how your mission in life is to help him assuage those fears, soothe those frustrations, and to fulfill those desires.

And you give him your personal word of honor that XX months from today, one of two things will be true: He'll either be considerably richer or healthier … or none of this will have cost him a red cent.

The "Gutsy Guarantee." This one has been popularized

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Figure 5-2

My Pledge To You:

Real Wealth Report MUST make you AT LEAST $5,000 RICHER — or it's FREE!

From The Desk Of
Larry Edelson
Editor, Real Wealth Report

Dear Investor:

I'm making your decision to join me in *REAL WEALTH* virtually irresistible:

>> Not only am I sending you up to 5 FREE Emergency Profit Guides just for giving *REAL WEALTH* a try — a $425 value, FREE ...

>> Not only am I cutting your membership fee by HALF, saving you $90 on a full year and $169 on two years ...

>> Not only am I throwing in FREE access to my *REAL WEALTH* WEBSITE — a $230-per-year-value, FREE ...

>> Not only am I including FREE Flash Alerts whenever fast-breaking market events warrant — a service that other analysts charge a fortune for ...

>> I'm also including this iron-clad guarantee:

I must make you at least $5,000 — 50 times your low membership cost — in the next 12 months alone. If not, just let me know and I'll rush you a full refund of every penny you paid for your membership. PLUS, even after the first year, you can cancel at ANY TIME WHATSOEVER for a FULL REFUND on the unused portion of your membership.

And, no matter what, everything you've received in the meantime is yours to keep — absolutely FREE OF CHARGE.

There's so little to risk and so much to gain — call TOLL-FREE 1-800-604-3649 NOW to apply for your risk-free membership in my *REAL WEALTH* SERVICE right away!

Yours For Real Wealth,

Larry Edelson

Larry Edelson
Editor, *Real Wealth* Service

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by Jay Abraham and is great in skeptical markets where no one is bold enough to offer such a courageous guarantee. It's also been used by Robert Allen and Mark Victor Hansen in their popular *One-Minute Millionaire* course. Here's an example:

*****

You Get Our 365 Day, "You'd-Better-Make-Money-Or-I'll-Double-Your-Money-Back" Guarantee

Order our program and take it for a test drive. Put our proven methods to the test. If you aren't totally and completely thrilled with the results anytime within the next 365 days, you'll get DOUBLE your money back!

Try our simple, easy wealth formulas and give it your best shot. Just give it a fair effort, okay? And then, if you aren't satisfied with your results we don't want your money and we'll immediately give you $79.90 (double your money) in exchange for the trust you showed in us.

All we ask is that you show us you tried our techniques as presented, and we'll give you double your money back. Fair enough?

*****

Of course, guarantees come in many more flavors than just these. It's your job to find out the type of guarantee that'll feel most credible, the one that gives prospects reading your promotion the most amount of confidence.

PROOF STRATEGY #6: Use Compelling Testimonials!

Use all the testimonials you can that prove your product has delivered for others. *And make them sweat bullets.* Anyone who mails a promotion of any kind in these skeptical times without testimonials is practically begging for a spanking.

That said, how you use your testimonials is crucial. Here's how Clayton does it:

First, edit each testimonial for clarity. This is kosher, so long as you make absolutely sure that you do NOT change its meaning in any way.

Second, if you're featuring the "testie" in a sidebar, write a headline for each one that captures the most compelling portion of its message. If the headline is a direct quote from the testimonial, you put quotation marks on it. If not, don't.

If you've got a large page filled with testimonials (as you see on **Figure 5-3**),

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Figure 5-3

THESE STATEMENTS ARE ANECDOTA[illegible]ICAL RESULTS. INDIVIDUAL RESULTS MAY VARY. THESE STATEMENTS HAV[illegible] FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

Rave Reviews for Advanced Artery Solution™

"I feel more energy and have noticed a lightening of dark spots on my arms."

—B.T., Maine

"I suffer from swelling in my feet and legs where the water builds up and they are constantly swollen. At the end of three weeks the swelling was extremely reduced!!"

—W.F., Maryland

"I was suffering with breathing problems and I could not walk even one block from my house to the store. I was always having chest pain, but since I began taking Advanced Artery Solution™, I feel better, I breathe better and walk more without problems. Thank you, and God bless you."

—C.F., New York

"I have had leg pain for several years, especially when walking uphill. After starting oral chelation I began to get relief in about four weeks. The pain was completely gone after four months."

—C.G., Washington

"Thanks for the Advanced Artery Solution™ that I began taking a year ago. I used to have allergies, tired, indigestion and high cholesterol of 350. I recently took a cholesterol test and my cholesterol has come down to a normal range of 199. I never have any symptoms of allergy anymore. I don't feel tired anymore. I feel so well. Since I started taking Advanced Artery Solution™ I have never had a cold or runny nose. I recommend that everyone take Advanced Artery Solution™. Thanks a million!"

—G.A., California

"Good job! Good job! Excellent!

"I LOVE your product. It has helped me so much. I believe it is an answer to my prayer.

"I call it the fountain of youth, or the fountain of LIFE! Thanks a million!"

—P.L., Florida

"I was scheduled for open heart surgery when I read about oral chelation therapy.

"I started taking oral chelation and now six months have passed and I haven't had open-heart surgery. I am doing well and have no pain."

—R.V., Florida

"I have blood sugar and blood pressure problems. I have joint pain in my hip, shoulder, knees, ankles and feet. I was miserable with these ailments.

"After consuming two bottles of Advanced Artery Solution™, I noticed that my blood pressure and blood sugar levels are now normal. My pain in my hip and shoulder are almost gone and the same with the numbness in my legs. It's a miracle and thank you so much!"

—N.S., California

"After about four weeks, when I watched television at night I saw beautiful, deep lovely colors and could read the captions much faster because I saw the printing very clear. My sight has improved!

"After about five weeks, a new surprise… my hearing! Even the quality of music on my stereo is better."

—E.K., California

"My doctor said I had two blocked arteries on the left side of my heart. The doctor said I need an angiogram and may need an angioplasty.

"I found an article about your oral chelation... ordered... took the product for over a year.

"I had a complete heart check after a year of using Advanced Artery Solution™ and they found no blockage."

—D.J., Indiana

"My husband was told his sugar was high and his arteries were starting to harden. We took action and started eating less sugar, started walking, and started taking oral chelation.

"Upon his next visit to the doctor, all was well. No high sugar or cholesterol, good cholesterol raised and the bad one lowered."

—J.G., Louisiana

"I have been a semi invalid near 23 years… able to get up a while most days.

"Since adding oral chelation to my herbal and raw egg breakfast, I am able to walk up to seven miles.

"My feet and legs looked like turkey wattles, but now they are nearly completely clear, telling me that oral chelation cleans out my arteries and veins. It's good stuff."

—D.W., Texas

"I am the person that ordered the six bottles of oral chelation... It was in July. I have taken them faithfully and when I finished my third bottle, I had a general check up by the doctor.

"My blood pressure was down to 122/68, from the last reading in February, of 154/78. I have also noticed the blood vessels on my hands aren't as large and blue as they were. Thank you."

—D.B., Illinois

"January 28, 2003, I was told at the VA Emergency Room that my arteries were blocked enough that I should immediately have angioplasty and would probably need a bypass.

"I refused and started using Advanced Artery Solution™.

"After 45 days, the pressure around my heart was relieved and the hurting between my shoulder blades was gone. I intend to take it for the rest of my life."

—C.S., Tennessee

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you don't have to necessarily create a headline for each one. But still edit them down as tightly as possible.

Third, put a face on each testimonial – or at the very least, on your strongest ones. If the testimonial giver didn't provide a useable photo, you can pick an appropriate one from a stock photo service. (This is often done, although you may be limited to using only the customer's first name, city and state in the attribution. Check with an attorney or compliance officer.)

Finally, it's a good idea to make sure that every spread has at least one of these one-testimonial side bars. Or online, every couple of subheads would feature at least one testimonial to the side. That way, everywhere the prospect looks, he sees someone who's just like him – only richer, happier or healthier – all because they purchased and used your product.

More Ways to Get Extra Mileage From Every Testimonial

It's time to think outside the testimonial box! Why not turn your most powerful testimonials into headlines, subheads and success stories? For example, Clayton has used a testimonial as his cover headline and had it beat another writer's control by 13 to 1 (profit per name mailed). Not only that, it beat his alternate headline by nearly 50%. Worth a shot? You can say that again!

Another thing you can do is pick your best testimonials, find a way to distill them into powerful claims/promises and then use those promises as subheads in running text, and as headlines in sidebars.

Why does this work? Because when a customer gives you a glowing testimonial, he's giving you a REAL, experienced benefit from the product. Something that's important to him and something that will usually be just as valuable to others. So when you put this into a subhead, it's more likely to grab a reader's attention and it'll feel more credible because it came from a customer … not you.

Another option is to let enthusiastic customers brag for you!

What's more believable than a delighted customer telling your potential customers all the reasons why they'd be out of their minds not to give your product a fair try? Even if you can't do this for the entire promotion, you might be able to create a very long sidebar from a customer raving about the success he's had and why prospects MUST give your product a try. See **Figure 5-4** for a great example of this (along the left side of the page).

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Figure 5-4

"Where's this doctor been all my life? I am blown away! It works!"

Dear Friends at Bottom Line,

At first I was plenty skeptical about **Bottom Line's MIND-BOOSTING SECRETS.** But everything sounded so easy, I figured I had nothing to lose.

So I flipped through the book and picked out the stuff I wanted to improve. Memory, concentration, clarity, stress-relief, energy, sex—I felt like a kid in a candy store, but it all sounded so unbelievable.

I kept thinking, can this guy be for real? Still, I went ahead and followed the doctor's instructions. The nutrients he specified were all at my health food store, and as I set them out for the next morning, I kept shaking my head. No way!

I woke up extra early for an appointment, feeling wiped out and groggy. Took the nutrients and thought no more about it until 2 hours later, when I abruptly realized, *Wow, I feel amazingly good.*

My fatigue dropped away so suddenly, I felt like I'd shucked off a 50-pound backpack. Then, as I plunged into the work on my desk, I realized I was flying through it. I was positive, confident, raring to go. Deadlines I'd been dreading didn't faze me anymore...

Mental tasks that might have taken half a day were completed in under an hour. Well, I thought, that's all very nice, but I'm sure I'll crash and burn later. *I didn't.* My energy level never let up. When copying down a long string of numbers, I never had to look back. *I could remember every digit.* Then I noticed I wasn't hunching forward to look at the computer screen...

The text looked sharper, almost like I'd gotten new glasses. The next surprise came during my workout the same day. Suddenly I could handle 10 pounds more at almost every station! My trainer has known me for years, and he'd never seen anything like it...

He demanded I write down everything I'd done so he could try it himself. Then he stood there just shaking *his* head. "I thought maybe you were taking steroids, but you're not."

I won't go into the details of what happened later that evening, but let's just say *my wife is very happy.*

I've been on my program nearly 3 weeks now, and all I can say is, I am blown away. IT WORKS, folks. Where has this doctor been all my life? Please send me 3 more copies of **Bottom Line's MIND-BOOSTING SECRETS** for my friends and my 82-year-old mother. This could be the best present they ever got.

Sincerely,
Payne J., age 52, but
feeling more like 25 today

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"But will it work for ME?" Why sit there wondering?

RSVP & TRY IT FREE!

Dear Skeptical Friend:

Curious doesn't begin to describe the reaction in our own offices to this revolutionary new book.

Naturally, some doubted that the human mind could be boosted so dramatically, so fast. But when people actually tried the program...WOW!

Early feedback has been so overwhelmingly positive that we've decided to go beyond our usual 30-day FREE-Preview offer. Just to get past your own initial skepticism...

I'm going to entice you with an additional 5 FREE MIND-BOOSTING GIFTS...

And they're yours to keep forever, no matter what, with no strings attached, just for taking the time to return your FREE GIFT CERTIFICATE and claim your FREE Preview.

So what have you got to lose? Nothing—except fatigue, forgetfulness, blue moods and fear of the future! And think of how much *fun* you'll have when your brain-boost kicks in.

Send no money. Just mail the card facing this page and soon you'll be holding your own FREE-Preview copy of **Bottom Line's MIND-BOOSTING SECRETS.**

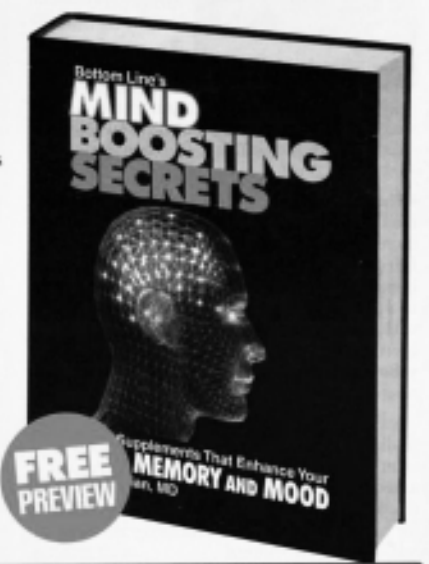
Then simply...

- **Choose what *you'd* like to improve.** Whether it's memory, alertness, energy, mood, libido, sexual performance, vision, hearing, Alzheimer's prevention or more...you'll be stunned at what you can do.
- **Remember your loved ones.** If they're suffering from depression, Parkinson's, Alzheimer's, dementia, bipolar disorder or other frustrating conditions...now they've got amazing new options.
- **Then just turn to the personalized nutrient program** that Dr. Ray Sahelian has prepared for people of *your* age, with *your* special goals and conditions...
- Use his simple-to-follow **instructions and dosages,** and as you've seen...

Many feel the first effects in JUST A FEW HOURS...

And *Bottom Line* guarantees *you'll* feel smarter, more energized, more positive and bursting with more brainpower—**in the first month alone**—or just return the book after 30 days and...

Keep your 5 FREE GIFTS forever, no matter what! Sound like a smart deal? Of course! But this is nothing compared to how *great* you could be feeling after you open your FREE GIFTS...



Be smart and act fast while THEY'RE FREE! Mail card while supplies last! Hurry!

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Take the sales copy OUT of the voice of the person who'll benefit from the sale and put it into the voice of a customer who's got no stake in your prospect's decision. All of the sudden, you've got credibility up the ying-yang!

PROOF STRATEGY # 7: Feature Your Mechanism of Action!

This is a fancy way of describing the unique method, technology, system, or approach that allows your product/ service to deliver the benefits in ways others can't. It's not necessarily the same as your USP.

Here's a quick example: The weight-loss market is ridiculously saturated. Prospects have skepticism coming out their ears. So unless you have a *very unique* and *very new* way to deliver the benefit of weight-loss, you probably won't even get a second glance from a prospect.

One supplement company realized this and developed a product called *Cortislim*. They based it around a bunch of credible medical research that a stress hormone (called cortisol) is actually what makes people fat. And they discovered certain nutritional extracts – which they researched and patented – that actually block cortisol production and therefore block weight gain … regardless of what you eat!

Do you see how that works as proof? When you have a specific, unique mechanism that explains WHY your product is able to deliver a benefit, it makes your promise appear much more believable. (A stress hormone makes you fat but this new, patented nutrient BLOCKS the stress hormone. That's WHY you'll lose weight.) This is especially true if your mechanism is systematic, backed by science or extensive research.

To use this Proof Strategy effectively, you really need to study your market. The more companies in your market making claims similar to the ones you want to make, the more of a need there is for a specific mechanism that differentiates you.

PROOF STRATEGY # 8: Paint a Vivid, Compelling Picture!

Certain products will lend themselves to the painting of very vivid, detailed pictures. And this can be a fantastic form of proof.

Why? Because your prospect – whether consciously or subconsciously – will feel that it's almost impossible to

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paint such a vivid picture of something without basing it on the truth.

Think about it like this: Say you had two different tour guides you were considering to have take you through a very dangerous part of the Amazon jungle. On paper, their experience and credentials were relatively equal. But when you talked to each one about their past experiences in the jungle – there was a distinct difference.

Tour guide "A" provided a fairly general description of his journey. He restated the facts, told you what happened and often left many elements of his description rather vague.

On the other hand, tour guide "B" offered a much more vivid description – he told you about the wide assortment of colors of the leaves and flowers … about the steamy hot temperature that caused sweat to quickly drip from all parts of his body … about the strange sounds coming from birds, insects, snakes and other wild animals … and much more.

Now which description would you find more believable? Would you feel more confident with tour guide "A" or tour guide "B"? It's pretty obvious – the description given by tour guide "B" felt much more real and alive. You get a stronger sense that he's actually been there and gone through the experience. And therefore he's more trustworthy a person to lead you.

It's the same with your copy. If you've traveled to the promised land of your product's benefits – the ones you're telling prospects your product will deliver, than you better be able to speak like tour guide "B," like someone who knows the experience in rich detail. And if you haven't experienced the benefits of the product you're promoting, then you must become VERY intimate with customers and others who have.

Being able to communicate in very detailed, vivid pictures tells prospects that you're not simply making this up. And it makes your promises infinitely more believable!

One of the Best Vivid Picture Examples You'll Ever See

This is from a piece of copy selling rose bushes, with the following description:

*****

"Colorful, fragrant roses almost as large as the most expensive Hybrid Teas, yet blooming by the hundreds at one single time … on one single bush! Cherry-pink 3-inch roses

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overlaid with tinges of red that deepen in fire and brilliance as the blossoms unfold – to reveal a dazzling gold splash on the petals! Roses that burst into living walls of blossoms that flames again and again into exquisite masses of bloom in June, July, August, September, October, November … and often stay in bloom weeks after the first snows have fallen!"

*****

Wow! Do you see how that description really brings the rose bushes to life in the prospect's mind? Amazingly, he's making strong claims about the quality and beauty of the roses and then *proving* those claims with the realistic feeling created by the vivid, detailed description.

So how do you get to the point where you can paint a vivid, realistic and ultimately seductive picture? Again, the best way is to get in touch with customers that have had success with the product – your client may have the contact info for people who've given testimonials. Call them! Get all the nuances of their experience: how they felt (nervous, excited, energized, etc.) … what was running through their mind … what bodily sensations they were experiencing … if other people noticed a change in them … how they perceived others … how they perceived themselves … or how much money they made … what they did with the money … the list is endless!

As with anything – the more details you mine from these happy customers, the more golden nuggets of priceless selling tidbits you'll have. Especially when it comes time to paint a vivid, compelling picture.

PROOF STRATEGY #9: Demonstrate Your Product in Action!

This is a very powerful tool that's used heavily in infomercials and, in my opinion, underutilized in sales copy. Essentially, it's you walking your prospect through a verbal demonstration of what your product does.

In the process, he literally "sees" it in action and gains greater conviction that what you're promising is actually real.

The key to making this form of proof work is to actively *engage* your prospect, get his senses … his mind … his heart all involved all at the same time. You're giving him a persuasive, total brain experience.

Plus, as he engages himself in this process of mentally putting the product

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to work – he's seeing himself using it and more powerfully connecting himself to the benefits.

The ideal products to use this for are often instructional videos … merchandise (gadgets, appliances, etc.) … self-help CDs or courses … anything where the "doing" of the product is a bit more complex than reading a newsletter or popping pills. You can also use it with books if the book instructs or guides the prospect through clear steps of action.

Here's an example from an ad promising to improve your memory:

*****

"What you are going to do in that very first hour you receive the book, is this. Turn to page 144. Read three short pages – no more! And then, put down the book. Review in your own mind the one simple secret I've shown you – how to feed facts into your mind so that they stay there – permanently – as long as you wish!

Then put this simple trick to work for you – that very same hour!

Call in your family and friends. Ask them to make a list of any TWELVE facts, names or objects they wish, as fast as they wish. Have them write down the list so they won't forget it! But as they give you each fact, YOU are going to perform a simple mental trick on that fact – that will burn it into your mind, IN PERFECT ORDER, as long as you wish!

And then – INSTANTLY AND AUTOMATICALLY – you are going to repeat that list, backwards and forwards, in perfect order, exactly as if you were reading that list in your friend's hand!"

*****

Don't you see how this process makes the promise of a better memory more believable? Being mentally walked through the exciting process brings it to life and it seems more real.

Another reason why this works as a form of proof is that it shows confidence – you're inviting your prospect to test out your claims in action. And you're giving him the words that guide him in doing this successfully. Done right – your prospect gets the impression you're standing up and backing the promises you've made throughout the copy.

PROOF STRATEGY # 10: Be SOMEBODY!

We tend to be skeptical, even suspi-

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cious of information given us by large, faceless corporations. But we welcome – indeed, we seek out – advice from qualified guides and advocates who have our best interests at heart. And we're overjoyed to get advice from someone who has solved a problem that we're struggling with.

That's why putting a friendly and/or *highly qualified* human face on copy – and speaking in that person's voice – will boost the impact of your sales messages by an order of magnitude.

In terms of qualifications, you want to position the person behind your product as an expert on the subject at hand, including his education, books he's authored, major media outlets that have featured him, his career experience, etc. Being an author – especially a best selling one – makes almost anyone instantly credible. If he's less qualified than others – get creative and work on creating a compelling story of why he's so passionate and committed to making a difference for your prospect.

This happens quite a bit in the health industry – and often authors with a rich, compelling and *emotionally moving story* about their experience in battling cancer or losing weight will outsell a boring Harvard Doctor any old day of the week. So think outside the box a little – why is the face behind your product the BEST possible person to be leading prospects?

If you look at **Figure 5-5**, you'll also see a less conventional example for Sharon Parker, an editor for *Undiscovered Stocks*. While Sharon is not a world-famous author, she does have a very unique and intriguing commitment to picking winning tech stocks. The brief bio you see helps create a much stronger impression in the mind of any reader wondering who she is and what she brings to the table.

PROOF STRATEGY # 11: Show Some Personality!

This is such a little-known and under-exploited factor in building credibility but it works like gangbusters. Most of the editors portrayed in newsletters (or owners who stand by their products) show almost no personality.

Not only does this bore the living daylights of your prospect, it makes the voice behind the copy sound less personal and not very engaging. This makes it far less believable. The copy feels like just a bunch of words on a page – rather than a dynamic conversation with a thinking, feeling, flesh-and-blood human being.

This makes all the difference in the world! That's a big reason why people

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Figure 5-5

Meet Sharon A. Parker — America's most unorthodox high-tech stockpicker — and discover...

What Tech Stock Insiders Don't Want You To Know...*YET:*

By Leslie Underwood
Staff Writer

How is it that this diminutive money manager, portfolio analyst and high-tech stockpicker keeps finding tomorrow's greatest tech stocks before Wall Street's biggest institutions do?

Sharon A. Parker's 15 years of experience picking the hottest stocks on Wall Street — both as a portfolio analyst and money manager for major clients — have made her wise to the ways of Wall Street and well worth listening to.

She has a giga-watt intellect... laser-sharp focus... tremendous attention to minute detail... and a penchant for doing the gritty investigative work other analysts are too busy — or too lazy — for. Together, these qualities have made her one of today's most successful high-tech stockpickers.

Sharon A. Parker

When Ms. Parker puts a company under her microscope, CEOs panic and Wall Street's most powerful stock hypesters squirm. And when a company proves good enough to be named one of her "UNDISCOVERED HIGH-TECH DIAMONDS," even the most jaded executives celebrate.

So do members of her Undiscovered Tech Stocks monthly investment service. And for good reason: Ms. Parker's average stock recommended in the past 16 months has jumped 108.8% to date ... and beat the high-flying S&P 500 by more than SEVEN to ONE.

Get Ms. Parker's Favorite High-Tech Stocks For The Year 2000-2001 FREE

While other investment analysts are often content to recite Wall Street spin or regurgitate weeks-old press releases, Sharon Parker stands out as the one stockpicker with the guts... plus the boundless energy — and the sheer audacity — to separate tomorrow's hottest tech stocks from the soon-to-be-forgotten flashes in the pan.

She is a stickler for exhaustive fundamental analysis. She uses a unique computer network with the power of a super computer and a myriad proprietary "filters" to screen each company. She digs for the unvarnished truth behind each stock she examines.

Her unique "hands-on" approach demands a personal visit to each candidate... to see the operation first-hand... interview the principals... and talk to anyone who knows the company's inner workings — as well as its best-kept secrets — before recommending the stock to her clients.

Edgy... focused... aggressive... and at times, outrageous — Ms. Parker consistently discovers the undiscovered high-tech stocks with the most explosive growth potential — companies developing breakthrough products — and the great management to ensure stability and big profits at the same time.

Now, for a limited time, Ms. Parker's favorite stocks for 2000-2001 are profiled in-depth in 6 detailed intelligence reports contained in her UNDISCOVERED HIGH-TECH DIAMONDS PORTFOLIO.

Best of all, it's yours FREE (see page 23 of this report for details).

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have such skepticism toward advertising – the vast majority of it isn't personal. It doesn't feel like sincere, person-to-person communication.

And consequently most advertising messages go unbelieved, ignored or tossed into the nearest dumpster.

That said, there are several ways to get more personality into your copy. First, give your editor a passionate biography: Right up front, include a half-page or page sidebar on why he or she is a unique person and why he or she is so committed to making a difference in this field.

Better yet, make it a story that moves your prospect, gets him feeling that your spokesperson really cares. Sometimes it's even effective to get him laughing a little. A really great example comes from Agora's blockbuster promotion for Dr. Douglass called *Real Health*. Here's a brief excerpt from Dr. Douglass's biography:

*****

"Among his associates, "Bill" Douglas is famed for both his feisty spirit and his sense of humor. Challenged once to explain himself before a U.S. Senate Subcommittee, he flew in on a plane that nearly crash-landed. Unperturbed, he sped straight to the capital and proceeded to disarm his adversaries with such aplomb that Senators and press alike were soon laughing and applauding."

*****

That tightly written little paragraph says volumes about Dr. Douglass's courageous, rebellious and humorous personality – all qualities that are woven throughout the promotion and essential to its success.

Other options? In the investment market, you could show how your spokesperson was born into wealth and was given the secret to staying rich. Now he wants to generously share them, making life hell for the greedy and often crooked authorities on Wall Street. Or if he was born poor, describe his ravenous hunger for success, his struggle in the face of tremendous adversity – and how he made it his mission in life to discover the key to the financial markets.

If you're selling a supplement, you could tell the story of how your spokesperson struggled and searched endlessly for the solution to a miserable health condition – to the point of almost checking off the planet – but then discovered the miracle that he now wants to make available to others just like him!

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And more than just a story – capture the way the editor or spokesperson talks, his sense of humor, the way he expresses his opinions – whatever positive personality traits you can bring onto the page that will make him or her come alive and feel three-dimensional.

Hollywood knows this secret all too well – it's why viewers will often like and identify with even the most evil characters. The simple fact is: The more genuine personality someone shows (good or bad) the more likely people are to like and believe them.

PROOF STRATEGY # 12: Brag About Your Track Record!

Make your track record work its butt off for you. There are so many ways to do this and what's considered a "track record" will differ in one industry to the next. In the investment field, it may be your editor's best trades over the last 1, 2, 5 or more years. Or his accuracy in predicting major swings and crashes in the market.

Figure 5-6 gives you a great example of the power of track records. And notice how the writer uses powerful verbs like … soared … jumped … leaped … skyrocketed … because they reduce the "dryness" a reader would normally experience reading through this type of copy.

In the health industry, you could show how your Doctor was the first to recommend a variety of supplements that are now successfully sold across the world. Or he's someone who has a 90%+ success rate in curing patients naturally.

If you're a business consultant, how many companies have you increased profits for? What has your average increase been? What's the percentage of success you have with new companies? All the answers can be used to build a killer track record!

Then when you present it, do it in detail! In today's tougher markets, the old technique of merely making a statement or presenting a table showing your spokesperson's track record is the lazy man's way to poverty.

Make it read as if you're taking the prospect along a great adventure. Help him "see" the doctor as he spotted the hidden cause of the health problem … as he recommended the nutrient therapy to his patient … as Medical Establishment scoffed at him … as he supported and encouraged his patient or client throughout the entire process.

Help your reader vicariously experience the patient's amazement as the benefits of the therapy began to kick in, how his cholesterol dropped like a rock, how he was able to enthusiastically engage in activities that he'd been

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Figure 5-6

"Finding great tech stocks like these before Wall Street made us up to 86.1% richer in 2000-2001 — even while the techs wrecked!"

While other investors were losing their shirts — losing up to 95% of their money on losers like Metasolv, Marimba, Concero, and Priceline.com — we were piling up profits of more than 86.1% in as little as 27 days!

- **Company "A,"** recommended November 14, 2000 *skyrocketed* 86.1% in just 27 days...
- **Company "B,"** recommended June 13, 2000 *soared* 86.1% in 87 days...
- **Company "C,"** recommended May 17, 2000 *flew* 64.10% higher in just 36 days...
- **Company "D,"** recommended January 18, 2000 *jumped* 62.23% in just 42 days...
- **Company "E,"** recommended July 18, 2000 *surged* 28.21% in just 51 days!

My best picks? Not by a LONG shot! Here's MORE from the last 21 months:

- **Company "F,"** recommended April 19, 2000 *leapt* 30.45% in 92 days...
- **Company "G,"** recommended August 15, 2000 *shot* up 42.67% in 21 days...
- **Company "H,"** recommended September 12, 2000 *soared* 67.18% in 90 days...
- **Company "I,"** recommended February 15, 2000 *exploded* upward 75.44% in just 14 Days...
- **Company "J,"** recommended October 18, 2000 *gained* 35.00% in 74 days...
- **Company "K,"** recommended January 15, 2001 *jumped* 32.96% in 16 days.
- **Company "L,"** recommended February 13, 2001 *soared* 35.7% in 106 days.
- **Company "M,"** recommended March 13, 2001 *gained* 20.9% in 70 days.

Impressive? You'd better believe it. Especially when you consider that we earned those kinds of profits even while the Nasdaq was crashing!

➤ How do you stop the 18 wars and violent conflicts — raging around the world at this very moment — from spiraling out of control?

Make no mistake: Only one thing can prevent these militant extremists from bullying our allies, putting our energy supplies at risk, and threatening the entire world economy. And only one thing can make sure these wackos never detonate another weapon of mass destruction over the US again.

What is it? One word: F-E-A-R.

The US military has been gutted by nearly a decade of Clinton's ever-shrinking military budgets, combined with ever-expanding military adventures in Bosnia, Kosovo, Somalia, West Africa, and elsewhere.

Under the Clinton Administration, the US military suffered substantial declines in its strength, including a 17% reduction in attack aircraft... a 15% decline in naval battleship forces... and a 24% drop in the number of operational heavy bombers.

And so now, with the world suddenly more dangerous — and with the US military in sad shape — President Bush has no choice but to spend hundreds of billions to shore up our defenses.

Please turn

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kept from for years, how much more energetic and hopeful he felt with each passing day!

Finally, show how if your spokesperson can do it for these people … he can get the same results for your prospect!

PROOF STRATEGY # 13: Walk Them Through a Case History!

There are two things that differentiate a case history from a testimonial: the length and the perspective the writing comes from. In testimonials, the words are phrased in the first person – from the customer who's had success with the product or service. But in a case study it's written in the third person – often the editor "speaking" about the customer's dramatic transformation.

Then there's the length. Testimonials tend to be more brief (not always), whereas case histories are often much longer. If you have a very long testimonial with a lot of meat – you should consider turning it into a case history.

And be sure to try going beyond simply reciting what the customer said. Add drama, passion and intrigue – the elements you'd include in a great story. Call the people who provided the strongest ones and interview them. Get all the juicy details.

Then, tell his or her story as emotionally and vividly as possible. Did he buy something cool with all the money he made? Get a photo of the customer and his spouse standing proudly next to whatever was purchased. Or get dramatic before-and-after photos that help bring his transformation to life.

Here's a brief example from a *Bottom Line* magalog:

*****

"Joseph couldn't walk a step without limping when Dr. Mark Stengler first saw him. For years, his osteoarthritis had been steadily getting worse. Now his painkillers were giving him ulcers, the agony was unbearable, and he envisioned a knee replacement in the near future.

But Dr. Mark Stengler did not give him steroids or even an aspirin tablet! Instead, he told Joe about a natural compound so harmless, even pregnant women can take it safely.

Just two days later, **Joseph called the doctor in amazement …**

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His pain had already faded dramatically! Day by day, things just kept getting better and soon Joe was walking around again like his old self. Best of all …

Joseph's success has now been repeated by thousands of patients …

*****

It goes on after this, but you get the point. Notice the difference between this and a testimonial. This format allows you – as the copywriter or marketer – to dramatize things a bit more.

And the extra value of these brief narratives is that you can often weave more sales benefits into them without your prospect feeling as much like he's being "sold." Because the presentation feels much like a story, your prospect's attention span will be longer than if he were reading a testimonial. Ultimately, this ups the chances of him believing in the benefits promised.

PROOF STRATEGY # 14: Connect Your Product to Clinical Studies!

This is so critical when writing nutritional supplement copy. It can't just be a doctor making claims. You need clinical studies that have proven the nutrient in your product does exactly what you're saying it will do.

And when you're connecting your product to a clinical study, you have a three-layer thing going on.

The first one is the simple fact that there WAS a double-blind placebo-controlled study that proved the efficacy of this nutrient. But don't stop there. How effective were the results? Did 60% of the subjects experience considerable improvement? 70%? 80%? And how much improvement? Be as specific as possible, while presenting *only* the strongest findings of the study.

The second layer is the credibility of the institution that conducted the study. Was it *Harvard University*? Or *Stanford Medical School*?

And the third layer is, where was the study result published? Was it in *JAMA* or the *New England Journal of Medicine?*

When you can tell somebody that a double-blind, placebo-controlled study conducted at Harvard – and reported in the *New England Journal of Medicine* – said that the substance in your product cut risk of heart attacks by 50%, you've done a lot more than simply create credibility. You've just created a tacit endorsement of your company and your

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product by *Harvard* and the *New England Journal of Medicine*!

For an added boost, show a photograph of the actual journal in which the report was published. Or show a picture of the *National Institute of Health* or *Harvard University*, or some other prestigious university or medical center.

PROOF STRATEGY # 15: Harness the Power of Publication!

Whenever possible, include statements that support your point from major periodicals – like *The New York Times*, *Wall Street Journal*, etc. For example, if you're forecasting a certain trend that will demolish stock bond values and skyrocket gold stock – feature facts and articles from these publications that support your forecast.

And use aggressively any reference that bolsters the credibility of your editor. Have the *Wall Street Journal*, *Barron's*, *Forbes*, *Fortune* or other major investment publications run articles by your editor? Or has he had articles featured in *Alternatives*, *The Townsend Letter* or other major health publications? Do they call him for his take on current investment or health developments? Have they mentioned his name?

Yes? Shout it from the rooftops in your sales copy.

No? Why haven't they? Urge your client to mount a public relations campaign for each editor in their stable – and to hire a monitoring service to capture all the articles that result.

PROOF STRATEGY # 16: Demonstrate Your Benefits with Process/Graphic Sidebars!

Process sidebars are used primarily in the health market to show how something works in the body. Some examples: if you have a supplement that cleans plaque from your arteries or one that dissolves fat cells … you present a clear diagram that shows how it works. For an example of this, see **Figure 5-7**.

They're strong credibility devices because the prospect is much more likely to believe what you're talking about is based on some real, biological phenomenon. It's not just something you're making up.

In the investment field, you'll use graphs that demonstrate federal deficits, an editor's proprietary system, the effects of rising inflation on the bond market – whatever you're claiming will happen.

Psychologically, there's a HUGE difference between *reading* these facts in the running text and *seeing* them visually in a sidebar. They stimulate the

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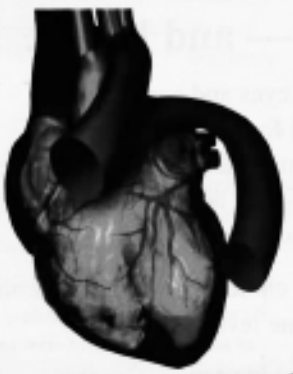
Figure 5-7

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION.
THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

EDTA Scrubs Your Arteries Clean!

1 Once-Upon-A-Time, Blood Flowed Freely Throughout Your Body.

At birth, your arteries, veins, capillaries and arterioles were clean, unobstructed and able to feed your heart, brain and every other cell and organ in your body.



2 Over The Years, Plaque Begins To Clog Your Arteries.

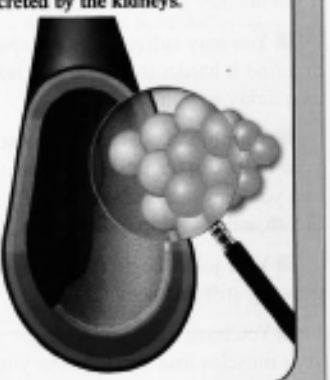
By the time you reached the age of ten, rogue calcium molecules — calcium deposited where it doesn't belong — began gluing fatty cholesterol deposits to the inner walls of your circulatory system, forming plaque.

3 Clogged Arteries Can Trigger A Health Disaster.

Year after year, plaque deposits grow larger, gradually starving your heart, brain cells and every other cell in your body. If ignored, these blockages can ultimately block vital blood flow to your heart and brain.

4 EDTA Scrubs Your Arteries Clean.

EDTA removes the calcium "glue" from the blockage... plaque is dissolved, leaving especially tiny arterial walls clean. The EDTA — along with the now-harmless calcium and cholesterol are then excreted by the kidneys.



700,000 who have a brain-devastating medical crisis each year.

You might get lucky and survive.

Your plaque might just trigger a *mild* interruption of blood flow, leaving you in a wheel chair or with diminished mental powers — but still alive.

Or, if you're really fortunate, the plaque in your arteries may just leave you with high blood pressure — and a lifetime sentence of drugs that can cause skin rashes, insomnia, depression, kidney damage, fatigue, swelling and even rob you of your sexuality.

This simple amino acid renders plaque as harmless as a teaspoon of table sugar

Over 1,800 scientific studies over 50 years prove that this simple nutrient is both safe and up to 82% effective at clearing plaque and other toxins from your arteries.

Almost immediately, this nutrient enters your bloodstream... it bonds with rogue calcium deposits that have glued fatty cholesterol to your artery walls... dissolves plaque and flushes it out of your body with your urine.

And that's just the beginning of the health miracles to come.

Because you see this remarkable amino acid does much more than simply remove plaque from your *cardiac* arteries.

EDTA also scrubs every one of the 60,000 miles of arteries, veins, capillaries, and microscopic arterioles in your body — allowing nutrient-rich, life-giving blood to energize places it hasn't reached in years — or even in decades.

- Protecting you against a devastating blockage of blood flow to your heart or brain...
- Restoring healthy cholesterol, blood pressure and homocysteine levels...
- Nourishing and soothing creaky, inflamed, painful joints, leaving them pain-free...

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visual part of the brain and this is like a visual "reason why" your product does what you say it's going to do. Plus, your prospect assumes that it's more than just a claim – that real research and science was behind the creation of such a tool.

PROOF STRATEGY # 17: Feature Your Media Appearances!

If you're in the investment market: Is your editor in demand at exclusive industry conferences? Has he appeared on CNBC, CNN, MSNBC, or the Fox News Business Block? If so, put these facts up in lights!

In the health market: Has your doctor been featured on CNN, NBC Today or CBS This Morning? Make sure to place it front and center!

Look at an example from **Figure 5-8**. You see how Clayton has detailed Dr. Weiss's extensive list of media appearances – this puts him miles ahead of most other financial advisors in terms of credibility.

Clearly, prospects will assume your product must be more established and reputable if featured on TV. Not just anybody can get on these shows or stations, so it instantly builds trust and believability.

PROOF STRATEGY # 18: Seek Out Celebrity Endorsements!

This one works especially well in industries where such endorsements are less common.

For example, there's an ad for a very high-end piece of exercise equipment called the *ROM* that gives you 30-40 minutes worth of exercise in only 4 minutes a day. The cost: $14,615! But it's endorsed by Anthony Robbins as "the best time management tool ever."

This is a very small company – who normally couldn't afford to pay an arm and a leg for this endorsement. It's more likely that he loves the product so much that he decided to give it his endorsement. And they've probably worked out some form of creative compensation.

So why not swing for the fences? If you know of a celebrity you think would love your product – try sending him or her samples and a personal letter. It's a long shot but worth a try!

And if they really like it – but you don't have the capital to sign them – consider offering them a percentage of sales.

Again – why not? This could be the missing element that separates you from competitors and takes you to the top!

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Figure 5-8

Martin D. Weiss, Ph.D.:

Doing well by doing good.

America's leading news organizations — and even the US Congress — turn to Dr. Martin D. Weiss for 100% objective, conflict-of-interest-free analysis and advice:

The National Press Club

Dr. Weiss addresses the nation's most influential members of the press, the National Press Club in Washington, D.C. — just a few steps from the White House. The conference is attended by Dow Jones, Associated Press, Newsweek, Money, Agence Presse, NPR Marketplace, Kiplinger's Retirement Report, and several others.

Dr. Weiss presents his white paper on the brokerage industry, The Crisis of Confidence on Wall Street ... tells them that unless Wall Street comes clean, fully confessing and fully disclosing its crimes, they will have hell to pay. And he outlines the steps we must all take now to halt this looming catastrophe before it's too late.

The U.S. Senate & House of Representatives

Dr. Weiss delivers his scathing indictment of Wall Street and Main Street to all 100 members of the US Senate, ensuring that every Senator on the Hill has documented proof of the abuses and a comprehensive outline of the solutions at their fingertips.

CNBC

Dr. Weiss launches an exhaustive schedule of media appearances. In 2002 alone, he grants more than 100 television and radio interviews — including multiple appearances on CNBC, plus CNNfn and Nightly Business Report and scores of other television and radio programs — to alert investors to Wall Street's crimes and to demand reform.

NBC Nightly News

Dr. Weiss warns millions of viewers of still more companies in danger of going belly-up ... exposes the blatant lies that are propping them up ... and urges investors to join him in a nationwide crusade to demand full and fair disclosure from public companies.

ABC's Nightline

Anchorman Ted Koppel brings industry insiders face to face with Dr. Weiss — their toughest critic. They swear Dr. Weiss is wrong about hidden dangers in their companies — but within days, another of America's largest firms goes bankrupt, costing investors billions.

Congressional Testimony

Testifying before the US Senate, Dr. Martin Weiss names companies that are lying to the public. Outraged industry insiders launch a media campaign to try to silence him. But Congress asks the US General Accounting Office (GAO) to compare Weiss' ratings to Wall Street's. The GAO study is a "glowing tribute to Weiss," according to *Barron's*.

■ **Saks Inc.** has just six cents of cash for every dollar of short-term debt.

■ **Ford,** which is drowning under $165 billion in total debt, has only 27 cents of cash on hand to cover every dollar of its debt coming due within the next 12 months.

■ **Verizon,** the largest local phone company and the number two telecommunications carrier, has $61.6 billion in debt, annual interest expenses of more than $3.1 billion, and it doesn't even generate any income!

■ **Maytag, Allied Waste** and **Nextel** are just a few of the other American corporations that are up to their eyeballs in debt with little practical hope of repaying.

Bethlehem Steel has already gone broke. I believe **Nextel** and **Xerox** are on the brink. And **Kellogg Company,** the consumer staple giant, owes a whopping $5 for every dollar of shareholder equity and maintains a cash reserve of only seven cents for every dollar of debt coming due within a year!

That's like having just $1,000 in net worth, but having to cut a check for $14,800 in the next twelve months.

No wonder corporate credit ratings are plummeting! No wonder there have been 5 corporate credit downgrades for every 1 upgrade for 10 quarters in a row! And no wonder lower rated companies now have to pay a whopping ten percentage points more than the Treasury when they borrow! Investors are worried they'll keel over at almost any moment!

In your FREE copy of ***GET RICH WHEN STOCKS CRASH***, I give you all the reasons why this debt bubble must burst soon ... why it will trigger one of the greatest financial collapses in U.S. history ... and why it will smash U.S. stocks flat.

More importantly, I give you specific, step-by-step strategies for insulating your wealth, PLUS the investments that will multiply your money when this bubble bursts!

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Now You've Got No Excuse – Always Prove Your Case Beyond a Shadow of a Doubt

By now, you should understand that proving your case involves much more than meets the eye. You've got to really give it some intense thought, from the very moment you begin your research.

One of your biggest challenges will be to match up specific proof elements to the benefits you're focusing on. So be sure to complete the exercises at the end of this chapter, as they'll help you to figure out which proof elements best back up the benefits you're promising.

And, as we pointed out at the beginning of this chapter, Proof Strategies #1-6 (Reasons Why, Specificity, Logical Foundation, Documentation, a Guarantee and Testimonials) simply MUST be part of *any* attempt at maximum response. To leave them out would be disastrous.

So practice, practice, practice them until they become second nature. Hone your chops at these techniques until you can rattle them off in your deepest REM sleep.

Then, when tackling your assignment, systematically look at your prospects, product, market and any other pertinent details – including your length limitations and format – and decide which additional strategies (#'s 7-18) suit your promotion best.

And if your client doesn't supply you with the information they need, either ask them to dig deeper or find ways to incorporate the added proof elements yourself.

Keep adding and refining each proof section until it becomes not only believable, but seamlessly and excitingly woven into each section of your copy. And bear in mind that in each stage of your ad, it may be a proof element that KEEPS your prospect reading.

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Action Steps

5

Proof

With quality proof, your copy will tame the "inner skeptic" in your prospect – and get him to *read*, *believe* and then to *act* on what you promise.

Remember what Claude Hopkins once wrote about being specific, "Platitudes and _____ roll off the human _____ _____ like water from a duck. They leave no _____ whatsoever. They suggest _____ of expression, a tendency to _____, a _____ of truth. They lead readers to _____ all statements that you make."

(If you have trouble remembering this quote, refer back to the chapter you just read.)

Remember: Proof is all about backing up the promises you make in your promotion. That's why you must be crystal clear on your benefits before you can fully maximize the proof process.

So now, go back over the work you did last chapter. Carefully examine all the benefits you'll be using in your copy, and then think about the best ways to *prove* them. Which of the

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following strategies best prove the claim you're making?

1. Can you offer strong "Reasons Why"? Are there reasons why your product is different? Are there reasons why you'll better deliver the benefits promised? Are there reasons why he should act *now*?
2. Can you be more specific? Scan your benefits and make sure every claim, reference and statement you make is as specific as possible.
3. Do you see a Logical Foundation beginning to emerge? (Much more on this in Chapter 8) Although you shouldn't expect to have a fully polished argument in place yet – start thinking about the step-by-step argument you'll be making for your product.
4. Have you followed your claims with examples and documentation? Remember each questionable claim or promise you make should be substantiated by a fact, figure, example, or other credibility element.
5. Have you begun to think about your Guarantee? (Much more about this in Chapter 18.) For now, start discussing the guarantee with your client – if you're writing for your own product, begin thinking about the kind of guarantee you'll be offering. This way, when you get to Chapter 18, creating a world-class guarantee will be a piece of cake.
6. Have you gathered your most compelling testimonials? Talk with your client and

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have him give you a complete document with every testimonial that's ever been submitted for the product. If you don't have any – then you might need to poll customers and get them to tell you about their experience with the product.

7. What's your mechanism of action? Do you have a unique way, method, or system in which your product is able to deliver the benefits promised?
8. Are you able to paint a Vivid, Compelling Picture? This is the highly detailed, vivid pictures that gives your prospect conviction that you've actually "been there."
9. Is there a way to demonstrate the Product in action? Can you use video or pictures to show how the product looks and works when it delivers the desired result?
10. Have you made sure the spokesperson standing behind the product is SOMEBODY IMPORTANT? In other words, you must uncover why the person standing behind the product is *highly qualified* to be selling this product.
11. Can you show some personality? Look for ways to prove that there's a real, living person talking to the prospect about the product – not just a bunch of words on the page.
12. Is there a way to assemble/present a powerful track record? While it sometimes takes a lot of work – when you can show that your company, the product or the editor has a consistent record of success – it's incred-

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ibly powerful. See if you can put together a track record that supports one or more of your central claims.

13. Can you walk your prospect through some case histories? These extended testimonials tell a story of a satisfied customer who changed his life with your product. If necessary, turn your best testimonials into case histories so that you can use them later in your copy.
14. If you're selling a health or nutritional product, have you connected it to Clinical Studies? You want all the studies you can find – studies conducted by notable institutions that *prove* the nutrients in your product deliver a specific benefit(s).
15. Is there any way for you to harness the power of publication? Whenever major publications have mentioned your editor, your product, the nutrients in your product, etc … be sure to include this in your running draft!
16. Can you demonstrate your benefit with Process/Graphic Sidebars? These visual, scientific looking images *visually show* how your product works in a very compelling way.
17. Are there any media appearances you can feature? If your editor, owner (or product) has been mentioned, interviewed or featured on a notable television show or channel – be sure to take note of this and insert this information into your draft.

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18. Can you seek out celebrity endorsements? If there's any way to entice a celebrity into endorsing your product, why not give it a try!

Granted, not every one of these proof elements is going to fit your product or service. That's okay – just do the best you can. Take the ones that fit … apply them to what you're selling … and then insert the copy you create into your running research/draft document.

The beauty of this process is that now you not only have powerful benefits that are almost certain to resonate with your prospect … you also have compelling proof that makes these benefits believable.

And with this rock-solid foundation in place, you're ready to start thinking about the "big picture" – the core idea that's going to focus your promotion and set up the sale. You'll learn exactly how to do this in the next chapter.

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Quick-Start Copywriting System

6

The "Big Selling Idea" Secret

In this Chapter …

- How to come up with the breakthrough vision for your promotion. This "guiding idea" makes your writing process easy – and your results better than you ever imagined possible …

- Seven steps for standing out and commanding your prospect's attention – no matter what market you're in …

- The secrets to enlarging your product in your prospect's mind. Do this right and he'll put it on such a pedestal, no other company will ever be able to compete …

- And so much more …

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"There is nothing more powerful than an idea whose time has come," the literary legend Victor Hugo once said.

Whether you like it or not, we live in a world of ideas. Ideas drive technology, politics, entertainment, national economies – the planet at large! Virtually every day of the year, there's a person getting rich off the power of a new idea.

For people like us, ideas are the hidden foundation of all our marketing and copywriting efforts. Think about it: Your product, your headline and everything that follows – ALL based on the merit of your ideas!

You see, by this point in your writing process, you will have already done lots of preliminary research … you will have studied your product, your offer, the prospect and overall market … you'll know the benefits to what you're offering … you will have begun to gather proof for those benefits … and more.

But NOW WHAT?

To write an effective promotion, all of these elements need to be *unified*. You need something to tie together your product, your benefits, your credibility and more – all into ONE easily comprehended message. Something that drives your entire promotion.

And that thing is your *Big Selling Idea.*

With all due credit, the term "Big Selling Idea" came from copywriting and marketing legend, Gary Halbert. He created this term based on the simple fact that if you can sell your prospect on the central idea driving your ad, getting him to buy your product is a breeze.

The idea literally makes the sale for you.

To figure out what makes a Big Selling Idea tick, and then how to create and strengthen one, we had to research some of the more successful direct response promotions in recent memory. Observing the ideas that drove those promotions, and specifically the qualities of those ideas, led to the seven-step process you're about to discover.

The wonderfully-written best seller, *Made to Stick*, gives an ultra-deep breakdown of what makes some ideas stronger and *stickier* (meaning they enjoy greater influence and longevity). Some of the following key elements presented here were directly gleaned from its analysis. If you have not read it, you just might want to jump on over

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to Amazon.com and grab a copy as soon as you can.

Either way, let's get going!

Master This Skill And You'll Almost Always Make Smart Marketing Decisions

Again, the Big Selling Idea is what drives your overall promotion. Your theme may be how you present and execute this idea, but the idea is the core.

The benefit of understanding this, and drilling down to the best possible idea with ruthless persistence; is that making the right marketing and copywriting decisions becomes dramatically easier. You decide about what to include (or exclude) from your copy based on how well it resonates with this core central idea.

Often times, your USP (Unique Selling Proposition) can be your Big Selling Idea.

Let's use some examples from some of Gene Schwartz's wonderful collection of space ads. Gene was an absolute master at merging the unique benefits of his product with a powerful Big Selling Idea. You can see how he takes an idea so thrilling and unique – something that people couldn't wait to tell others about – and then showcases it in his headline, deck and lead copy.

Here are some examples:

*****

How to Stroke Wrinkles Right Out of Your Face!

Noted Physicians Agree!

Here is the background of a monumental discovery that may do for your face – as it has for hundreds of other men and women – *what the most expensive cosmetics in the world have utterly been unable to accomplish.*

All you need are your own two hands – a mirror – and the book we send you to read from cover to cover, without your risking a single penny.

*****

Now, a blunt promise by an eminent dermatologist:

Every Cell of Your Face Has a "Clock" In It!
Here's How to Wind Those Clocks Backwards!

Revealed by an eminent dermatologist (see his word-by-word statement below): How, with the proper scientific instruction, you can literally stop the biological clocks in your skin … actually look ten

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to twenty years younger than your real age … erase wrinkles, blemishes and coarseness … and do it all using nothing more than such simple ingredients as water, soap and (especially) salt!

*****

This book says that …
THE SPRINGTIME OF A WOMAN'S LIFE SHOULD BEGIN AT 55

That she should not reach middle age until she is seventy. And that she should not lose her ability to attract men until she is well past ninety – IF SHE WILL ONLY BECOME AWARE OF THESE FOUR GREAT NATURAL SOURCES OF PROLONGED YOUTH, COMPLETELY OVERLOOKED BY 99% OF AMERICAN WOMEN!

*****

Notice the power of each idea. Each is unique, distinct, memorable and easily communicated to others. Can't you see how – once the prospect accepts these ideas as true in his mind – buying the product is the obvious, next logical step?

Okay, so you understand the importance of your Big Selling Idea … you see what it does … Now, let's drill down into what makes Big Selling Ideas tick, so you can use this process over and over again on any project or advertisement you ever produce.

Step # 1: Make Sure You Find Something UNEXPECTED!

In direct response, the single most crucial component of your Big Selling Idea is that it be *unexpected*. Why? Because you could easily argue that the most precious commodity in our lives right now – even more than time – is our *attention*. Everyone wants it!

And the most obvious way to get your prospect's attention? You guessed it: Present something that he would NEVER expect!

Duh, right? And yet, so many copywriters forget about this and make "me too" claims. It's is one of the reason why "get rich quick" claims fail to grab prospects effectively. They're *expected* by prospects at this point. And it's why Gary Bencivenga had tremendous success with a "Get Rich Slowly" headline – it's a surprisingly different promise compared to what's out there.

This is where your study of your prospect in relation to the overall market pays huge dividends. Figure out

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what kinds of ideas he's most used to seeing – and then deviate from the status quo whenever it proves profitable.

The following questions will help you get clarity on this:

1. **"What are the dominant appeals (claims, benefits) in my market right now?"**
2. **"How are these appeals expressed in the form of an overriding idea?"**

   (For example, on **Figure 6-1**, you'll see the cover of a winning promotion by Carline Anglade-Cole. The idea is essentially this: There's a breakthrough nutrient, found in Japanese cheese, that dissolves dangerous blood clots … protects your heart and brain, WITHOUT the need for drugs … and does it all quickly, with zero side effects.)
3. **"Even if the appeal of my product is similar to competitors, is there a way I can present it as radically opposed to them?"** (For example, if everyone is telling women they need more estrogen to be healthy … consider telling them they need testosterone to be healthy. we've seen this contrarian perspective work time and time again, because it's so surprising. Remember: the farther you can move away from others and the norm, the more unexpected you'll seem.)
4. **"In all my research, what's the single most startling, surprising thing I've uncovered (the "hook" as some like to call it)?"**
5. **"What's counter-intuitive about this message? Is there something that you would never assume to be true, but is?"**
6. **When you find some seemingly unexpected ideas, show them to potential prospects!** Ask them, "Of these ideas – which is the most surprising to you?"
7. **If you have no target prospects you know, do this:** Put yourself into the prospect's shoes and ask yourself, "Is this something that I'd be excited to share with others? Would it get my attention – and leave me asking for more?"

Some winning examples …

» On **Figure 6-2**, you can see a cover for a weight loss promotion that intentionally and directly goes against the grain. While everybody else is talking about the latest new workout – or how you don't really need to workout – this promotion says that you can do a few simple

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Figure 6-1

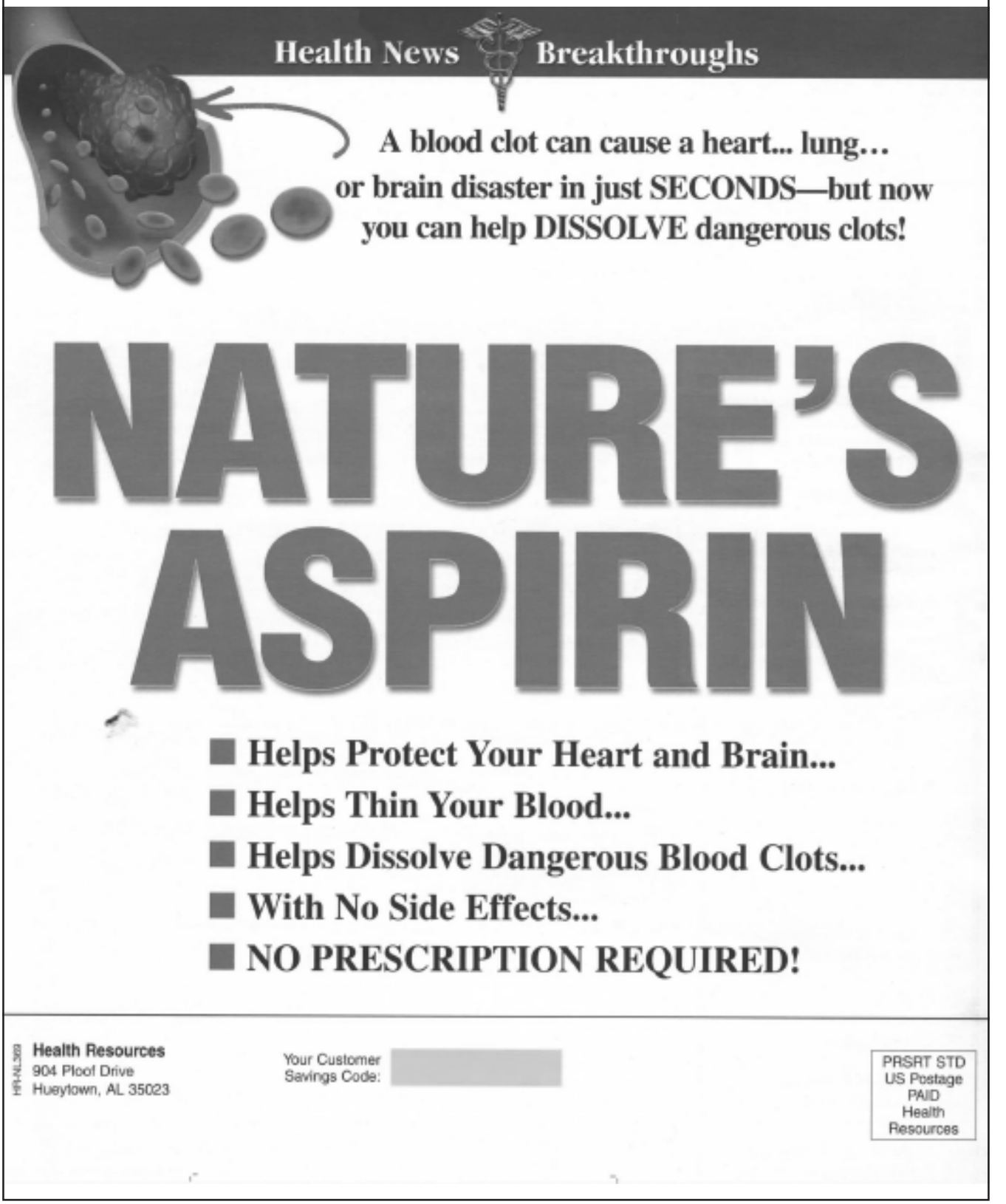

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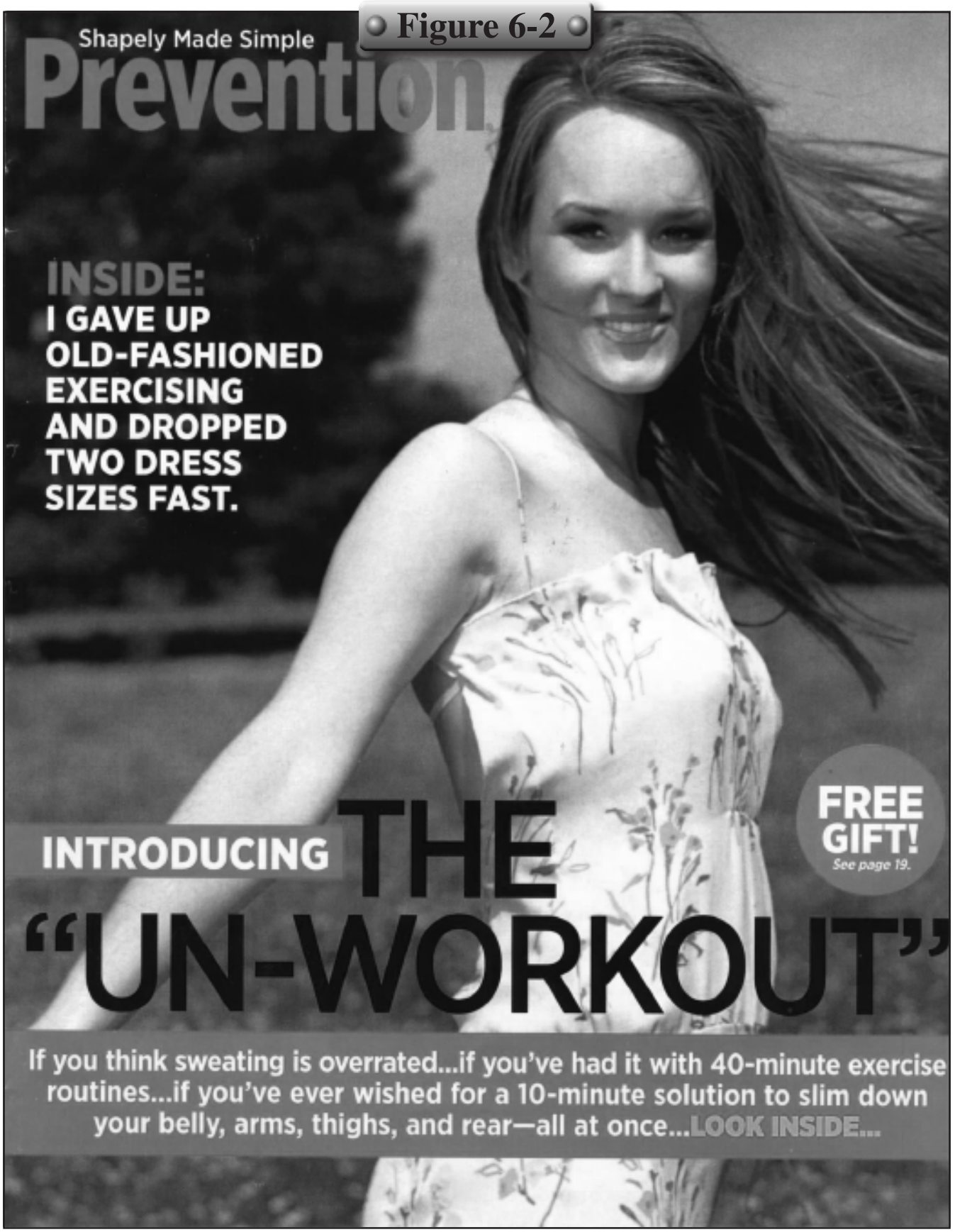
Figure 6-2


Shapely Made Simple
Prevention
INSIDE:
I GAVE UP OLD-FASHIONED EXERCISING AND DROPPED TWO DRESS SIZES FAST.
FREE GIFT!
See page 19.
INTRODUCING THE "UN-WORKOUT"
If you think sweating is overrated...if you've had it with 40-minute exercise routines...if you've ever wished for a 10-minute solution to slim down your belly, arms, thighs, and rear—all at once...LOOK INSIDE...

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things throughout your day, and get MORE benefits than doing serious exercise.

» Another famous example is the headline that worked extremely well for Dr. Douglass, "Discover Why One MD Says … I Haven't had a Glass of Water In Over 20 Years." In a market where virtually every authority is saying you need eight glasses of water each day, here you have a doctor saying something so radically different.

» A funny, yet very successful example is the Rich Jerk (www.richjerk.com). In a world where nearly every marketer feels the urge to be nice … supplicating to prospects, hoping to get them to buy … the Rich jerk does the opposite. He's mean, offensive and obnoxious. It grabs your attention just long enough to realize that he actually has some serious benefits and credibility behind what he's offering you.

You get the point. The unexpected element is often where you'll have the most powerful breakthroughs in terms of your Big Selling Idea – because more than anything else, this is what shakes people up on a deep level.

Step#2: Take Your Unexpected Idea And Distill It Down to its Very Core

Once you've found something you know will be surprising and unexpected to your prospect, it's time to simplify it. This is not always so easy, as a very delicate balance is required. The point of the idea being simple is so that your prospect can quickly wrap his mind around it – see its full power and uniqueness – and be able to easily communicate it to others.

This isn't about "dumbing down" your idea. It's about cutting away ANY excess fat, so that you get 100% maximum impact of its selling power. With each successive step in this process, you'll better understand how to make this happen.

As you begin crafting your Big Selling Idea, if you find ANYTHING that could be removed with little or no loss – right down to even a single word – cut it out! Be ruthless. And be sure to include anything that strengthens and supports your central idea.

Nothing Will Give Your Sales Copy More Laser-like Accuracy Than This!

Plus, an appropriately simplified Big Selling Idea not only jumps out at

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your prospect – it stays in his mind. Just look at the Gene Schwartz examples you read earlier. Can't you see how a woman reading those headlines and leads would be startled, excited and eventually have totally different beliefs about what's possible for her – just by reading the ad?

And once she had the product in her hands, she'd be thinking about this idea – inspired by the possibility of realizing the change in her own life!

So how do you ensure that your Big Selling Idea has exactly the right level of simplicity? Here are some guidelines:

1) Start by boiling down your idea into 3-5 sentences. This is, in essence, a brainstorm about what you want to include in it.

An example would be something like this: Let's say you're promoting a golf product …

» You've got a small 130-lb, middle-aged guy who can launch massive, 300-yard drives …

» He teaches this skill to others helping them to explode their drive – in three easy steps …

» It works regardless of your age, size, the health of your joints – or even your level of experience …

» This guy uses this secret to routinely win competitions against younger professional golfers …

» There's no faster way to dramatically improve your driving distance and accuracy …

2) Now, reduce it to 1-2 sentences. Make sure that it's tightly written – no fat or excess whatsoever. Make every word earn its weight.

Here's how we'd proceed with the example above:

> *Let me introduce you to a 130-lb old guy who can teach you how to launch long, super-accurate 300-yard+ in just three easy steps – no matter what your size, age, joint health or level of experience.*

See how we condensed it? Actually, we kind of cheated with this example. It's based on a very successful golf promotion written by John Carlton. But there's a benefit in that – because in a second we'll see how John went from the Big Selling Idea to a killer headline and deck copy.

3) The final thing you must ask yourself: "Is the overall idea easily repeated by someone after hearing it once or twice?"

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Without further ado, here's what John came up with:

*****

They dragged themselves back to the clubhouse and asked in amazement …

"How In-The-Heck Does This 130-Pound 'Old-Geezer' Consistently Hit Super Accurate 300+ Yard Drives While Humiliating Younger … Stronger … More Skilled Golfers?"

The Answer Will Astonish And Amaze You!

A Simple … Easy-To-Learn … And Instantly Effective "3-Step Method" That Guarantees You'll Be Launching Long … Gorgeous … Accurate Drives On Your Very Next Tee Shot No Matter What Your Age … Size … or Strength.

*****

Brilliant! See how that works? When you capture your most unexpected element … the benefits of it … and then boil it down effectively, writing a fantastic headline and deck doesn't seem nearly as challenging. And if you're a golfer, giving your buddy a basic rundown of this idea would be pretty darn easy. It's just simple enough.

Often the Simplest Ideas Are the Most Meaningful

On top of what you just learned, if you can make your Big Selling Idea symbolic of something larger and greater, you're off to the races. Of course, this is easier said than done.

Let's revisit the Gene Schwartz examples we covered earlier so you can see what we mean.

A women being able to …

» "Stroke wrinkles right out of her face" symbolizes the ability to grow younger at will … control over the aging process … looking better than (and being envied by) other women her age … being more attractive to men … greater self-confidence and more.

» "Winding the 'aging clocks' of the cells in her face – *backwards*" symbolizes the fact that modern science can finally be used to reverse the aging process, without drugs or surgery … women can now literally cheat time … and so on.

» Reaching the "Springtime of her life at 55" means there's a radically new possibility for anti-aging and

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> longevity – and that most women, indeed our entire society, are dead wrong about how we view age and beauty. It symbolizes an almost dreamlike existence where a women stays beautiful into her 70s or 80s – and lives to be 110 or 120.

So as you develop your idea, ask yourself, *"What does this idea symbolize on a greater level?"*

All the biggest winners in direct response symbolized something greater than their central claims. *Health & Healing* symbolized the possibility of a brilliant, caring natural doctor dedicated to keeping you free of illness, drugs and surgery. It meant that not all doctors were bad – and that there was hope for true health and wellness. The famous "Two Young Men" idea in *The Wall Street Journal* symbolized the immense, life-changing power of knowledge *– properly applied*.

You get the point. Thinking about the greater impact of your idea often reveals the deeper, emotional, paradigm-shifting elements of it.

Often Times, This Is Exactly What Gives Your Idea Staying Power

As proof, just look at Clayton's infamous *Supernet* promotion – you can see the back cover on **Figure 6-3**. This version of the promotion ran for three years, an unheard of feat in the financial market.

The Big Selling Idea is especially compelling to investors: The "old" Web is dying … spam is out of control … download times aren't getting any shorter … the whole thing is painfully slow and outdated. Something must change, in order for the Internet to survive.

But there's good news on the horizon: An all new "Super" version of the Internet is about to emerge, taking advantage of unique fiber optic technology – 3.3 million times faster than today's fastest alternative.

And just like the original Internet boom made savvy investors rich beyond imagination – so will this new Supernet!

Here you have something that couldn't have resonated any better with investors – those who'd missed out on the original Internet boom were frustrated and wanted to make amends for the opportunity they lost originally.

And those who capitalized on it we're greedy – they wanted *even more money.*

Overall, this really jumped out at investors and stuck in their minds. So

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Figure 6-3

The "World Wide WAIT" is over:

The Web is about to make the jump to LIGHT SPEED!

Here's your first, surprising look at the all-new, blazingly fast SUPERNET... 6 companies that will profit most...and their stock could turn every $20,000 you invest into $200,000 or more — but only if you act *NOW:*

Two "old school" Blue Chips about to explode onto the tech scene as the giants of the New SUPERNET — and virtually no one on Wall Street even has a clue!
Buy them now to profit from the hottest trend of the decade:
Both companies are NAMED on page 7, INSIDE

This company's new laser is so blindingly fast, it can already transmit three times the world's total Internet traffic in a single second!
And in the next year or so, they'll be blasting 3,333 times that much data every second of every day:
Look at page 5, INSIDE

This company is already getting revoltingly rich exploiting the New Supernet's blinding speed — and so will you if you buy it NOW!
It's the Net's ONLY Web broadcaster — and early bird investors are buying it now for a song:
See page 9, INSIDE

Also FREE inside from top-rated stock picker Tony Sagami — who:

- DOUBLED his clients' money every 2 1/2 years since 1993...
- TROUNCED THE S&P 500 by 5 to 1 and even beat the red-hot NASDAQ by 156% during the past 7 years...
- URGED CLIENTS TO SELL ALL TECHS at the NASDAQ's exact top on March 25, 2000, and...
- GUIDED CLIENTS TO TECH-WRECK PROFITS OF 416% even as the NASDAQ plunged 34.7% in March and April.
- DID IT AGAIN in the September-October correction! While most investors lost their shirts, my clients made a fortune!

GIANTS of The New SUPERNET Portfolio

A $79 Value FREE

See page 1 inside for detail

STOCKS ON THE MOVE
4176 Burns Road
Palm Beach Gardens, FL 33410

1415 Janette Ave.
Windsor, ON
N8X 1Z1

MAIL POSTE
Blk Nbre
666 955

ID: 51350RF DEPT: 921-10120
J GUY VEILBRENNER

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what's the deeper symbolism of the idea? In a way, you could say it's the notion that those who are smart enough to see a powerful trend in advance … and have the courage to make a move … reap the largest rewards. And honestly, who doesn't want to be this kind of person?

There's a similar effect with Jim Rutz's famous headline idea, "For Every Illness, There's a Country Where It Simply Doesn't Exist." It's so brilliant because of its greater meaning.

Prospects who read this idea and his copy, realized that there MUST be a natural way to cure or avoid any disease out there – after all, there is always some place where you will never find that sickness!

And this got the prospect thinking about a whole new world of possibilities: Maybe it was time to adopt some dietary elements of the Eskimos, eating more wild-caught fatty fish, because they never get heart disease. Or perhaps she should live more like Japanese women, because they rarely suffer the woes of menopause. The list goes on and on.

This is also what Clayton did with his two original *Health & Healing* promotions that launched the health newsletter industry. One version was …

*****

Give Me 90 Days and I'll Help You …

End Everyday Health Problems: Headaches, Fatigue, Joint Pain, Stomach Problems and MORE!

Prevent and Even REVERSE Serious Illnesses – Like Heart Disease, Cancer, Diabetes, Arthritis, and Many Others!

Unleash Your Body's Remarkable Healing Powers: Restore Your Youthful Vitality – Feel Better, Younger and More Energetic than You Have In Years!

Pump Up Your Immunities: Head Off Future Health Disasters While There's Still Time!

And Much More!

*****

And the second version – one of the hugest winners in the history of the health market – is on **Figure 6-4**.

Both of these promotions had a revolutionary impact on the way so many people saw their lives, their health, their overall potential. And this new perspective perfectly positioned all of those readers to spend money on the back end

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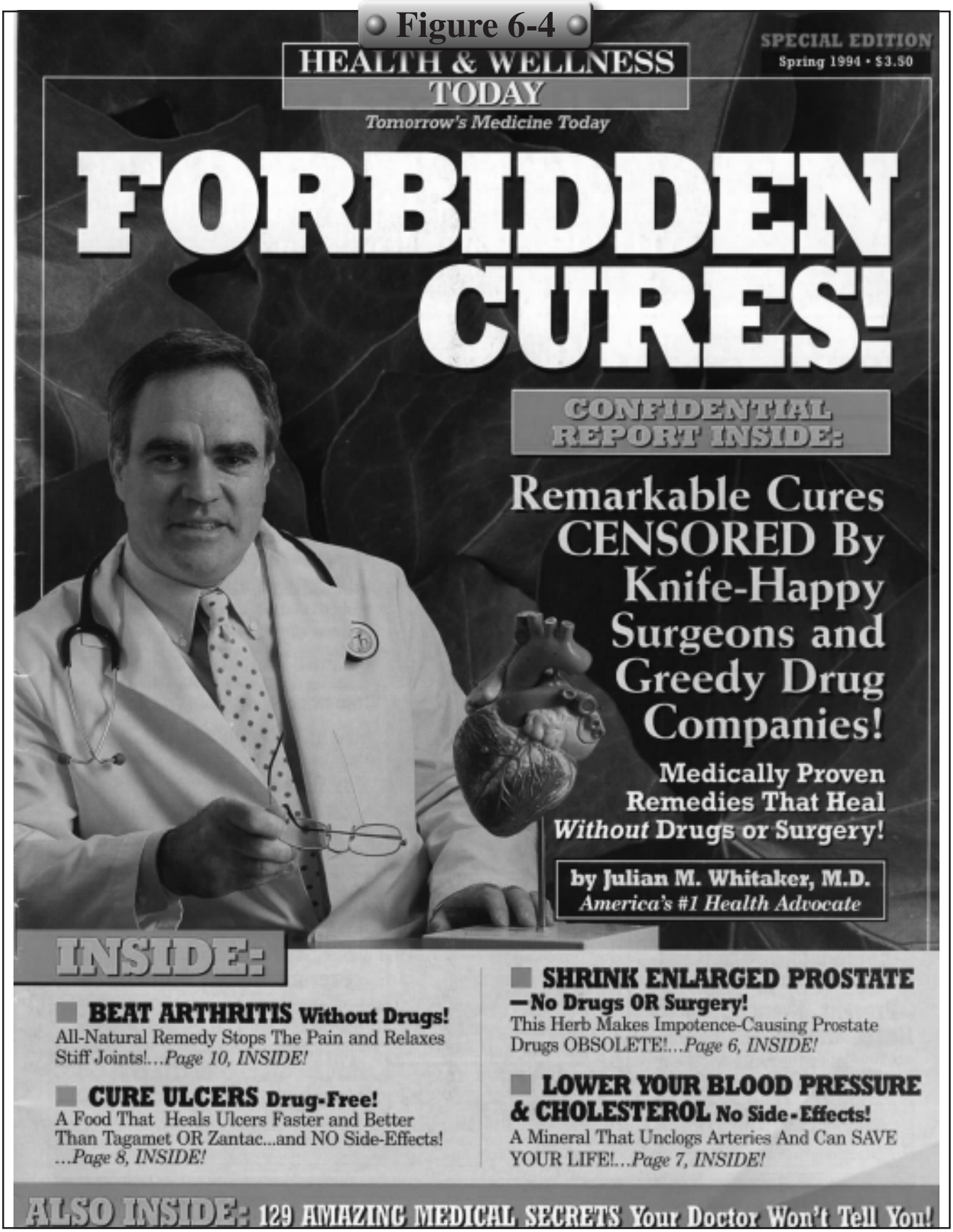
Figure 6-4


HEALTH & WELLNESS TODAY
Tomorrow's Medicine Today
SPECIAL EDITION
Spring 1994 • $3.50
FORBIDDEN CURES!
CONFIDENTIAL REPORT INSIDE:
Remarkable Cures CENSORED By Knife-Happy Surgeons and Greedy Drug Companies!
Medically Proven Remedies That Heal *Without* Drugs or Surgery!
by Julian M. Whitaker, M.D.
America's #1 Health Advocate
INSIDE:
BEAT ARTHRITIS Without Drugs!
All-Natural Remedy Stops The Pain and Relaxes Stiff Joints!...*Page 10, INSIDE!*
CURE ULCERS Drug-Free!
A Food That Heals Ulcers Faster and Better Than Tagamet OR Zantac...and NO Side-Effects! ...*Page 8, INSIDE!*
SHRINK ENLARGED PROSTATE —No Drugs OR Surgery!
This Herb Makes Impotence-Causing Prostate Drugs OBSOLETE!...*Page 6, INSIDE!*
LOWER YOUR BLOOD PRESSURE & CHOLESTEROL No Side-Effects!
A Mineral That Unclogs Arteries And Can SAVE YOUR LIFE!...*Page 7, INSIDE!*
ALSO INSIDE: 129 AMAZING MEDICAL SECRETS Your Doctor Won't Tell You!

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of Healthy Directions – buying nutritional supplements.

The overall point is that this one Big Selling Idea can open up a whole new reality for your prospect. Pondering what your idea means on a deeper level for your prospect will never hurt your copy – and, often times, it can lead to the huge breakthrough you're looking for!

Step # 3: Make Sure Your Prospect Can RELATE to It

Another criteria for your Big Selling Idea is the *relatability* of it. You want it to be something that your prospect will quickly see as highly relevant to his life.

This is where the benefit of your idea comes in – and why, when it comes to sales copy, your Big Selling Idea should always have a benefit within it.

If you notice, even when Clayton has written dominant emotion headlines without a benefit, there's still a benefit to the overall idea. For example, look at:

*****

Shameless Two-Faced S.O.B.s!

While urging you to buy their shares, top executives at MICROSOFT … CISCO … GENZYME … SYMANTEC … SIEBEL SYSTEMS … RED HAT … YAHOO … and many other high-tech companies …

… are quietly dumping BILLIONS of dollars-worth of their companies' stock!

REVEALED INSIDE:
How corporate insiders are getting rich at your expense: The ugly truth that America's most powerful corporate insiders are hiding from you!

PLUS – how to turn the tables on them: Insulate your wealth and then USE their treachery to grow up to SIX TIMES RICHER in 2004-2005!

*****

While this is a highly emotional idea, notice how there's still a benefit – the last line where the prospect will protect his money and grow up to six times richer.

Remember: Your prospect's ability to relate to your idea has a lot to do with how on target your benefit is. Always ask yourself, "Are the benefit(s) I'm emphasizing something I'm 100% SURE my prospect wants?

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Another way to use this is to translate your idea into terms your prospect is already familiar with. For example, copywriting superstar David Deutsch has a winning promotion in the mail with the headline, "Herbal Smartbomb Tricks Cancer Into Destroying Itself." In that same package, he also had a sidebar with the spread headline, "New super-enzyme gives you 'Teflon arteries."

Now had he launched into a technical, scientific-sounding description of the cure, his prospect would have been bored and baffled. But the prospect could easily relate to the idea of a smartbomb or the image of having super-slick, Teflon arteries.

Another example is one like "Roto-rooter Protein dissolves plaque." The point of these comparisons is to take a seemingly complicated new idea – and then present it in a simple way that prospects can easily relate to.

In a sense, this is made possible by the act of "entering into the conversation your prospect is having in his mind." For that, there's no technical explanation we can give you other than what we've already covered in this course about knowing your prospect. You simply must interact with target prospects

Step #4: Make Your Idea Tangible and Concrete

Along the same lines, you can dramatically enhance the impact of your Big Selling Idea by making it tangible. When you bring a concept down to earth and give it a concrete, visceral component – your prospect's experience will be much more intimate and memorable.

For example, we're willing to bet, no matter what your age, that you remember ads for the Total® cereal in the 1980s and 1990s. They often lead with the headline, "How many bowls of YOUR cereal would it take to equal one bowl of Total®?"

And to answer that question, they began stacking bowl after bowl of competing cereals, some of which took up to 28 to match what was in a single bowl of Total®! As you can imagine, this was an incredibly successful campaign.

To grasp the full impact of this presentation, let's take a look at the other potential options. They could have claimed something like, "Total® contains over 25 times more nutrition than the next leading brand." Or something to that effect.

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But as you can see, it's not anywhere near as compelling. But why? The answer is because mere numbers and data rarely have direct meaning to us – especially on a practical day-to-day level. So 20 times more nutrition … 25 times more nutrition … who cares! We don't really think like that.

But we DO think in terms of bowls of cereal! When most cereal eaters are hungry in the morning, they think, "Hey, I need a bowl of cereal." And they also know the feeling of eating multiple bowls of cereal and feeling very stuffed. So it's easy to imagine how unpleasant eating 28 bowls of cereal is! It brings an eye-opening everyday element to the idea of how nutritious Total® really is. And this makes the idea infinitely more persuasive and profitable.

Of course, there are countless ways to do this. You've probably seen vitamin companies showing how many fruits and vegetables you'd have to eat to get what's inside their multi-vitamin.

Copywriting Superstar Carline Anglade-Cole is one of the best in the business at making ideas more tangible, and it's her winning promotion that you see on **Figure 6-5**.

You see, the product is about liver cleansing – which is kind of a vague, ambiguous thing. Few people walk around actively thinking about their liver health. But Carline found a way to bring the idea of most people having sick, overworked livers – and the need to cleanse them – to life! This picture adds a concrete dimension to the Big Selling Idea about the need to cleanse and care for your liver.

To support this, she has a wonderful line inside the lead, "Your liver is so important, medical experts agree: If your body was a corporation, your liver would be president!" Another tangible comparison to drive the idea home.

Simple Secrets for Putting This Technique to Work

As usual, your success will depend on the intimate knowledge you have about your prospect. When you know how he thinks, you can make more accurate dramatic comparisons that hit home. For example, the *Made to Stick* authors tell the story of how Art Silverman "sold" the American public on the idea that popcorn – when popped with coconut oil – was hazardous to their health.

A typical serving of popcorn has 37 grams of saturated fat. The USDA recommends a maximum of 20 grams in a day. But the idea of 37 grams of fat had no tangible meaning to people. Who cares? But when Silverman was able to tell them that "A medium-sized 'butter'

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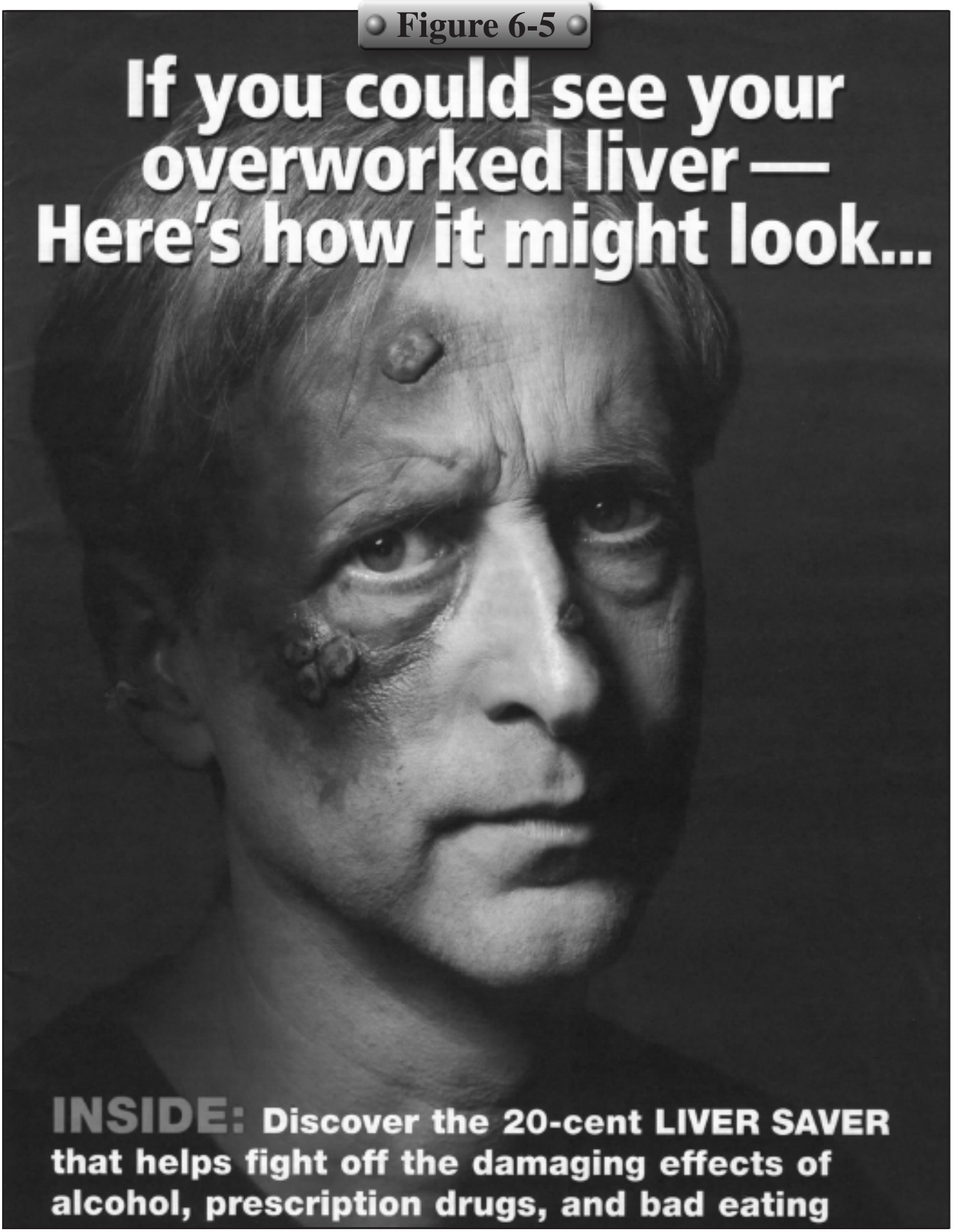
Figure 6-5


If you could see your overworked liver — Here's how it might look...
INSIDE: Discover the 20-cent LIVER SAVER that helps fight off the damaging effects of alcohol, prescription drugs, and bad eating

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popcorn contains more artery-clogging fat than a bacon-and-eggs breakfast, a Big Mac and fries for lunch, and a streak dinner with all the trimmings – combined!" Well, then he had an *instantly* powerful campaign.

Most movie theaters across the country changed oils immediately because of the public outcry. How did Silverman come up with this? Simple: He recognized that people associate each of those foods (bacon and eggs, Big Macs, steak) as being among the absolute worst things for your heart health. In fact, few things could be worse!

So when he was able to claim that ONE BAG of popcorn had more heart-punishing fat than all that stuff combined, the conclusion was obvious: Popcorn is by far the WORST thing you could be possibly eating for your heart! End of story.

Now, how can YOU have this very same effect on your prospect?

Some basic ways to do it: Show how many 'other' supplements or foods it takes to get the same amount of nutrients found in your product … how many other marketing products it takes to get the same amount of money-making info in yours … how many chemicals and pollutants are in the average home, before being filtered out in your air purifier … you get the point.

We wish we could give you a formula for this, but you'll just have to play with dramatizing your idea in the most tangible, concrete way possible. Then use your judgment, intuition and testing (don't be afraid to show target prospects the copy in draft form, to gauge their reaction) and measure the strength of what you've done.

You MUST Master This Process **If You Want to Present Benefits** Like a Pro

Usually we first learn about "benefits" from a more abstract, theoretical point of view. But this is a vantage point that means nothing to our prospects. Sure, reducing saturated fat is beneficial – as is getting more nutrition from your cereal. But few people actively think and care about such things.

So our task is always to present the benefit prospects <u>really</u> want – in the most dramatic, tangible way possible.

For example, it's one thing to say, "I made nearly $700,000 on the royalties from a single promotion." That's perfectly fine.

But it's another thing to say, "With the royalties I made from ONE PROMOTION … I made a down payment on a $2 million dollar home (our first!) … bought a brand new red Ferrari 430

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GT for myself, and a Cadillac Escalade for my wife … fully funded an amazing private college education for two children (Duke and Georgetown) … still had enough left to drop $100,000 into an IRA for investing and retirement!"

See the difference? And even though your prospect's vision for what he'd do with the money will never match yours, you've inspired him to dream up his own version. That's what happens when you make an idea tangible!

Step #5: Prove Your Idea Beyond a Shadow of a Doubt

Overall, there are at least 18 different credibility elements that you can use to make your idea more believable. We covered them in Chapter 5.

Some proof elements will be naturally better suited to join to your Big Selling Idea. It all depends on your product and market. For example, Kent Komae recently led a successful supplement promotion with the Big Selling Idea headline, "Wake Up Dead Brain Cells and Banish Memory Loss!" It was quickly supported by clinical studies proving the nutrient he was selling could do just that.

In other markets, it may be a matter of having a powerful authority joined to the product. Proactiv Acne Solutions benefits heavily from Jessica Simpson's endorsement – because (a) she knows a thing or two about beautiful skin herself and, more importantly, (b) she was actually an acne sufferer for many years.

You see this time and time again with health newsletters being centered around accomplished, prestigious doctors like Dr. Whitaker, Dr. Williams, and more.

One of the more brilliant users of this strategy has to be … you guessed it … Gene Schwartz! Here's one of his successful diet ads:

*****

If you have the determination to follow this world-famous physician's Final Diet, then … YOU CAN LOSE 20-40-60-80 EVEN 100 POUNDS – and Never Gain an Ounce of It Back!

*****

It goes on to say something very unexpected in a diet ad:

*****

What you are about to be given in this book is a strict and precise diet – which carefully and scientifically controls your every eating moment – but

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which has the surprising result of making many of your weight loss problems far less difficult than you ever dreamed they could be!

*****

Notice how this differs from most ads – which attempt to make even the biggest feat sound easy. Instead, Gene recognizes that there will be a tremendous of amount of skepticism regarding his huge promise, no matter how many proof elements he has. So he emphasizes the strict nature of the diet to give it a powerfully subtle layer of credibility.

Of course, this may not be what the prospect *ideally* wants (as Gary Halbert once said, the typical weight loss buyer wants to just take a pill … eat ice cream while watching TV … and then magically lose weight). But Gene recognizes that this benefit (losing up to 100 pounds and never gaining it back) is incredibly strong and highly desired by prospects – enough so that they will be willing to sacrifice some comfort for a proven solution.

More importantly, this necessary sacrifice is what actually makes the promise most believable. To lose 100 pounds just by taking a pill – no matter how much we want it – simply cannot happen (safely, at least). But a doctor's strict, carefully controlled regimen seems possible.

In this sense, the idea is a fantastic combination of the unexpected (because everyone else is promising the world, and telling the prospect how easy it is) – and credibility.

How to Choose the Right Proof Element to Feature Upfront

One thing that needs to be clarified is that your Big Selling Idea – stripped down to its bare essence – usually only has room for 1-2 credibility elements.

Sometimes demonstrations are the most credible thing you can do. As we've discussed briefly in Chapter 5, infomercial creators are masters at demonstrating the idea behind their product in action. Recently there was one for a hair-straightening product called Maxiglide, which they demonstrate it live upfront. There's no better way to prove it!

In fact, there are few things more powerful than taking a credibility element and then dramatizing it – making it instantly meaningful for your prospect. That's exactly what Art Silverman did in the example with popcorn and saturated fat. He took a statistic … then gave it both meaning and drama.

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Often, dimensionalizing a powerful fact or statistic makes the absolute best possible headline. Think back to the example with Total® cereal. You've got a strong benefit … uniqueness … and believability, all in one place!

The bottom line is that you'll want to take the credibility techniques we discussed in Chapter 5 – and then brainstorm the best possible way to prove your idea. Once you've got this, make the effort to weave your best credibility element into the condensed version of your idea.

For example, let's say that you're selling a cookbook on fast, healthy organic meals. (You'll discover that a lot of people have written these kinds of cookbooks, but have no clue how to market them.) So what's the strongest credibility element in such a situation? What would you want to tightly join to your Big Selling Idea so that it had maximum believability?

Testimonials won't be strong enough. Nearly everybody's got them. Statistics will be too boring for something about food. A Doctor? Maybe, but it's been done so many times before.

But what if you found that the book's author had privately catered for some of the healthiest, fittest people in Hollywood – like Demi Moore, Alicia Silverstone, actress Lisa Rinna (she looks 20 years younger than her age) and more. And what if this chef's food was almost single-handedly responsible for the dramatic transformations in the health and fitness of these celebrities?

That's a strong credibility element! In fact, we know someone with a similar background – and the idea they promoted went something like this: *The chef behind many of Hollywood's most dramatic total body transformations – including Demi Moore, Alicia Silverstone and others – now reveals all his secrets for creating fast, healthy, fat-melting meals that taste out of this world.*

See how he took a single credibility element – the most powerful one he had access to – and incorporated it into the Big Selling Idea?

On **Figure 6-6**, you can see a similar example. It's from a winning Rodale promotion for a men's diet book. Notice how the Big Selling Idea is presented explicitly, right upfront, to the right of the table of contents. The chances of the prospect missing this uniquely powerful idea are slim indeed!

Which also reveals a key lesson: Your Big Selling Idea certainly doesn't have to necessarily be lofty or sublime – although, as you saw earlier, that can often be powerful too. But the most important thing is that it *resonates*

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Figure 6-6

INSIDE THIS SPECIAL ISSUE:

Men's Health

Table of Contents

3 **YOUR MISSION: Achieve the body you've always wanted.**

4 **MELT FAT FAST!**
EAT 6 MEALS PER DAY—NOT 3. *How to build muscle and burn fat—in your sleep!*

6 **RETRAIN YOUR BODY TO BUILD MUSCLE...**
24 HOURS A DAY. *7 FOODS that pack on muscle! REV your body into ANABOLIC OVERDRIVE.*

8 **FUEL YOUR BODY FOR "UNSTOPPABLE" SEXUAL PERFORMANCE!**
Nature's Sex Superfoods—3 FOODS that make you "king of the bedroom." Pep foods that keep your energy levels up—primed and ready for action.

10 **LOOK 10 YEARS YOUNGER!**
FOOD is your secret weapon to looking and feeling younger: A BETTER BODY, A SMARTER MIND...A MORE YOUTHFUL-LOOKING YOU!

12 **EAT MORE FOOD. LOSE MORE FAT. GAIN MORE MUSCLE.**
Weight loss secrets you can use right away.

14 **2 FREE GIFTS TO USE WITH YOUR NEW BODY!**
All-new sexual techniques DVD, Great Sex 7 Days a Week. MUSCLE UP LIKE MAD with the 32-page The Anabolic Edge, Volume 1.

MISSION POSSIBLE:

Get the Body You've Always Wanted in Just 28 Days!

JUST PUBLISHED:

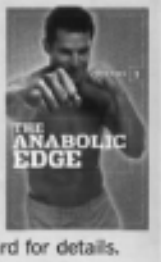
The ONLY nutrition plan EXCLUSIVELY for men. Counted on by professional football and basketball teams, this plan is designed to help you use food to get the lean, well-muscled body you've always wanted, in just 28 days.

The Powerfood Nutrition Plan is the first nutrition plan ever published exclusively for men by *Men's Health*. You get a fully customized nutrition plan that empowers you to reach your own specific goals: shed fat, build muscle, boost sexual performance, improve your strength and endurance, look and feel younger...even rev up your metabolism to transform your body into a fat-burning furnace while eating 6 meals a day!

PLUS: 2 FREE GIFTS FOR YOU!

FREE GIFT #1 MORE SEX! BETTER SEX!

FREE GIFT #2 GET THE ANABOLIC EDGE!



See order card for details.

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strongly enough with your prospect. As you know, we're in this business to make sales – and the better your idea predisposes a prospect to buy, the BIGGER it truly is!

So think about the single strongest credibility element you can join to your Big Selling Idea – whatever makes your idea most immediately persuasive.

Step #6: Add One of The Most Explosive Factors of All – Emotion!

One of the most interesting aspects of the research presented in *Made to Stick* is that it perfectly confirms much of what Clayton has been teaching all along.

For example, the authors cite an experiment where people were surveyed and then later asked to donate money to the *Save the Children* foundation. There were two versions of the letter asking them to donate: (a) where the most compelling statistics about hunger and poverty in Africa were featured and (b) where the brief account of the life of a young girl (named Rokia) was given. In this version, the reader was told that the money would go directly to helping her.

Those participating in the survey were given $5.00 up-front for their time. At the conclusion, one group was presented with version A of the letter, and another group with version B – and asked to donate whatever they felt was fair. The results were shocking to say the least: On average, the people who read the statistics contributed $1.14. But those who read about Rokia donated $2.38 – over two times more!

Interestingly, researchers also tested a version of the experiment where people received BOTH versions – wondering if the statistics combined with the personal appeal would lead to even greater levels of donations. It didn't. In fact, the average donation was only $1.43 – barely more than receiving the statistics alone!

According to the authors, "The researchers theorized that thinking about statistics shifts people into a more analytical frame of mind. When people think analytically, they're less likely to think emotionally. And the researchers believed it was people's emotional response to Rokia's plight that led them to act."

To prove this idea, they designed a second study. "In this study they primed people to think in an analytical way by asking questions such as, 'If an object travels at five feet per minute, then by your calculations how many feet will it travel in 360 seconds?" Other people were primed to think in terms of feelings: 'Please write down one word to

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describe how you feel when you hear the word, 'baby.'"

Then both groups were given the Rokia letter. And, confirming the researcher's theory, the analytically primed people gave less. When people were primed to feel before they read about Rokia, they gave $2.34, about the same as before. But when they were primed to think in a calculating way before they read about Rokia, they gave $1.26.

As you can see, putting someone into an analytical frame of mind too early, can destroy their capacity for response. But leading with emotion – as Clayton has recommended time and time again in your headlines and leads – often leads to immensely better results. (FYI – Chapter 10 is all about leading with emotion, via your headline.)

Of course, it all depends on the nature of your product. Many of Clayton's strongest winners in the financial market led with emotion – but then at the right places in the copy, he also carefully inserted technical elements like statistics, charts and graphs. Prospects in the financial market want both, but like the experiments above, they often respond better when they're being led first by emotion.

Emotions Versus Benefits – Which One Wins?

A lot's been said over the difference between whether or not to lead your sales copy with emotions or with benefits. But in some ways this is a moot debate. That's because when you select the *right benefits* to emphasize, you naturally trigger your prospect's dominant emotions. This is something Gary Halbert knew as well as anybody, and you can see it in many of his best headlines. They've got that visceral, shocking, greed-inducing sensation in the prospect:

*****

Free Report Reveals Little-Known Secret Overweight Women Use to Look 15 Pounds Slimmer Than They Really Are!

How Wealthy Senior Citizens Buy Life Insurance … At No Cost Whatsoever … And … Make A Substantial Profit From It … While … They Are Still Alive!

New Visa Card Lets You Buy Almost Anything In The World … Even If … Your Credit is Terrible And You Can't Get A Bank Account!

*****

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If you're a target prospect in any of these markets, they're almost sure to trigger an emotional response.

Other ways to make your Big Selling Idea more emotional? You can create an enemy (as you saw with *Forbidden Cures!* earlier) … personalize your message (just as donors were more emotional in giving to one person, your message will feel more emotional, the more you tailor it to the prime individual prospect) … paint pleasing pictures (see **Figure 6-7** for the most famous example of this technique used to convey the Big Selling Idea) … and just about anything Clayton's written about emotions in *The Total Package.*

Emotions get your prospect to actively *care* about your Big Selling Idea … help shut down their stingy, analytical mind … and ultimately makes it more persuasive in the short and long-terms.

Step # 7: Make Your Idea Feel Like a Story!

The final layer you can add to your Big Selling Idea is the element of story. Stories have an amazing ability to convey and demonstrate sales points – ones that wouldn't nearly have the same effect when said directly. They entertain, and they inspire action far better than just telling somebody to do something.

One of the most fascinating examples the authors present in *Made to Stick* is one almost everyone has heard before: Jared losing hundreds of pounds by eating Subway sandwiches.

This was a story that almost didn't make it to TV, and yet is was a monster breakthrough for Subway. What made it so powerful?

Essentially, Jared's story was what we in direct response know as a case history. It just happened to be the perfect way to dramatize the fact that Subway had a low-fat sandwich line that really could help people rapidly lose weight.

That's the powerful difference between a mere testimonial and a case history – a good case history nearly always has the story element. It's able to capture the conflict, the drama, and the transformation that you rarely get when someone sends in their "thank you" testimonial.

It's for this reason that superstar copywriters, such as Arthur Johnson, have a variety of major controls loaded with case histories. Plus, it's one of the most compelling forms of proof you can offer, because again, you're weaving believability in with benefits, drama, and emotion.

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Figure 6-7

You look out your window, past your gardener, who is busily pruning the lemon, cherry, and fig trees...amidst the splendor of gardenias, hibiscus, and hollyhocks.

The sky is clear blue. The sea is a deeper blue, sparkling with sunlight.

A gentle breeze comes drifting in from the ocean, clean and refreshing, as your maid brings you breakfast in bed.

For a moment, you think you have died and gone to heaven.

But this paradise is real. And affordable. In fact, it costs only half as much to live this dream lifestyle...as it would to stay in your own home!

Dear Reader,

I'd like to send you a FREE copy of a unique—and invaluable—report.

It's called **How to Retire in Paradise for $19 a Day.** And it tells you about the best places in the world for retirement living.

In one of the places detailed in this report, gentle sea breezes keep the climate nearly perfect, with mild temperatures year-round.

You'll find cliffs, hidden coves with secluded beaches, rolling hills, and high mountains nearby dotted with picturesque villages.

In this place, a two-story, traditional house with five bedrooms on 2.5 acres, with lots of fruit trees and a fresh water source, recently was sold to an International Living reader for just over $60,000.

—OR MORE—

Where you can rent a three-bedroom apartment for as little as $245 monthly, and your monthly electricity and water rates cost $27...where you can buy an attractive two-bedroom house for less than $50,000.

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In fact, a powerful case history can be the entire foundation of your Big Selling Idea – just like Subway did with Jared. To experiment with this, take your best one – capture the strongest element of the story in a single statement – and then back it up with other case histories that support this central idea.

Maybe your idea is that you can make six figures in six months, selling options on real estate – using NONE of your own money. That's your Big Selling Idea and you take the single strongest case history you have … dramatize and showcase it as the best possible example of your Big Selling Idea.

On **Figure 6-8**, you'll see an example from one of Arthur Johnson's winning promotions. Notice how the case histories (stories) are showcased right upfront.

4 "Story Secrets" for Quickly Igniting the Power of Your Big Selling Idea

Now let's examine the kinds of stories you can use to capture the essence of your Big Selling Idea:

Rags to riches: This is the most common kind of story you've seen in promotions. It's the basis of "before and after" pictures and examples. In the bizop (business opportunity) markets, you see people going from flat broke to millionaires. In the health market, it's people going from one foot in the grave – to glowing, jumping-for-joy health.

From good to great: Your stories don't always have to be someone going from nothing to the top of the world. Many times, they'll be even more dramatic when you find somebody who's already experiencing success – and then uses your product and jumps to a whole new level. It can be the single most powerful testament to your product's quality.

To demonstrate a contrast: The famous "Two Young Men" lead for *The Wall Street Journal* is the perfect example of this. It shows the difference between taking one path versus another – including the benefits and dire consequences of each choice. Presenting a story like this is a fantastic way of shifting your prospect's perspective – showing him how he's at a fork in the road – and that his life can be dramatically different depending on his decision.

To convey quality: Often, stories about the creation of a product … how it was discovered … the Herculean effort behind it … these convey so much more about the quality and uniqueness of your product.

Here's one we believe was written by Gary Bencivenga:

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Figure 6-8

IN THIS SPECIAL BULLETIN:

Statistics say you peak at age 25, hit the skids at 50 and if you don't die in your 70s, you'll eventually get Alzheimer's…..

But if everyone "wears out" after 50,

How Did They Beat the System?

►Cardiac patient makes arteries *absolutely clean*…**Page 4**

►98-year-old beats arthritis and *is still driving his car*…**Page 8**

►Lifelong colon sufferer grows a *new digestive tract*…**Page 6**

►Senile? No way! She's 85 and *beating her buddies at bridge*… **Page 13**

"Different" doesn't have to mean dicey

Want to know a deep, dark, natural secret? I've devoted my life to alternative medicine, but I'm also the field's toughest critic, and I'll tell you right now…

Psst! 99% of "natural secrets" *don't work*…

Too many *mainstream* therapies are being repackaged as "alternative breakthroughs," even though they never worked very well. Worse, unproven or *bogus* remedies are being touted by experts who ought to know better, saying *"Hey! Try this! It's alternative!"* (See page 10 for a shameful example.)

That's why only one in a hundred of the treatments I investigate make it into print. No matter how exciting it seems, no matter how sound the science may be, *it's got to work for real people* — or I'm not going to waste your time with it. So please, let *me* run interference for you! Peruse the following pages with confidence and…

Discover the wonderful 1% *that work!*

Dear Health-Savvy Friend:

Statistics say it's a *losing battle.*

Statistics say you'll just keep hurting more every year *until you die.*

But I say you're *not* a statistic and…

You'll soon be the *glowing* exception

HOW? You'll be stunned by how simple it is. And I'm going to show you the *living proof.*

The people you're about to meet were *not* genetically superior. Far from it! Their arteries were closing up, their backs and joints were freezing up, but instead of simply *giving up*…

They decided to try something EXCEPTIONAL…

And that's where I came in.

I'm Dr. David Williams, and I've devoted my life to making medicine *wonderfully* different.

For more than two decades, I've broken the rules that consign senior Americans to the scrap heap. Instead of merely treating symptoms, I've been seeking to erase the *causes* of our so-called "diseases of aging"…

And I didn't find the new answers overnight! In addition to getting my doctorate, I earned two other degrees and studied at 6 different colleges and universities. But what I was searching for wasn't written in books yet…

So I set out on a journey of 3 MILLION MILES

Delving deep into rain forests, deserts, frozen tundras and wherever else natural healing hides…

Crossing 6 continents and the borders of over 79 countries (some of whom threw me in jail)…

2

Call Toll-Free 1-800-843-8408

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But Now – Hallelujah! – the Planets Have Lined Up in a Trail of Blue Smoke!

Several developments over the last few years have now allowed me to offer you the ultimate BBQ heaven – attainable right in your own backyard, or even your own kitchen! What I'm about to reveal – the Texas BBQ brisket and Southwest BBQ pork of your dreams – can be the basis this summer of the greatest party you've ever thrown, or the source of weeks of delirious eating for just a few people.

This Unique opportunity to Enjoy Authentic Southern BBQ In Your Own Home Took 5 Years to Come Together

Here's how it evolved …

April, 2001: I discover that BBQ meat – which in its purest, most delicious form is practically impossible to make at home – ships incredibly well when a great Southern producer overnights it to you.

May, 2001: I discover the home secret of heating shipped Southern BBQ so that it tastes exactly as it does at the pit in the South. And it's so easy to do! You can heat it on your Weber – but you can also heat it in your oven in an hour or less. Or even in your microwave!

July, 2003: I discover that the best-shipping BBQ of all is not ribs, not pulled pork, but huge hunks of meat, which reheat perfectly at home, preserving all their dripping juices. Texas brisket is the prime candidate – but I also discover that a large pork roast made by Willy Ray's in Beaumont, Texas, is the most insanely delicious hunk of BBQ I've ever had!

May, 2005: During my month-long tasting of American-style Kobe beef (also known as Wagyu beef) for another project entirely, I discover that some of the best cuts of all of Wagyu beef are not strip steak, not rib-eye, not filet mignon – but normally overlooked cuts like brisket!

June, 2005: The idea is hatched. Might it be possible to get a BBQ pit in Texas to smoke a Wagyu brisket for me – which, if done right, should become

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the most awesomely delectable BBQ brisket on the planet?

January, 2006: The negotiations begin … and conclude! Snake River Farms in Idaho, arguably the country's top producer of Wagyu beef, agrees to ship highest-quality Wagyu briskets to Willy Ray's in Texas, one of my favorite BBQ joints in America! Willy Ray's agrees to receive those briskets, give 'em the full Texas treatment, and ship 'em out to my readers!

Another "Aha!" Moment Leads to This Meaty, "Two-Fisted" BBQ Combo

*****

Makes your mouth water, doesn't it? Stories like this build value, benefit, uniqueness and more into your product … IF you can pull them off.

Use These Seven Steps to Transform Your Marketing!

Of all the chapters in this course, this one could easily make you the most money. Powerful ideas are so universally valuable – they drive all types of marketing efforts, in every possible industry.

Sometimes you can come up with a Big Selling Idea so explosive – so ready to be adopted by customers – that it succeeds despite even the *worst* marketing efforts. This chapter hopefully gives you the best of both worlds: On top of all the proven marketing secrets, you now have an actionable, step-by-step system you can use to generate Big Selling Ideas virtually on demand.

If you have the time, read *Made to Stick* as soon as possible. There's so much more foundational info in there that we simply couldn't cover here.

Other than that, follow the steps in the process … study the examples … actively practice recognizing the Big Selling Idea behind successful promotions and products … and then battle-test this knowledge in the field.

There are few skills on the planet that will serve you better than this one!

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Action Steps

6

Big Selling Idea

Your Big Selling Idea is what drives your overall promotion. Your theme (next chapter) may be how you present and execute this idea, but the idea is the core. Now, work to develop your Big Selling Idea by asking yourself the following questions …

1. Have I found something about my product or service that's totally unexpected?
    a. What are the dominant appeals (claims, benefits) in my market right now?
        i. How are these appeals expressed in the form of an overriding idea?
    b. Even if the appeal of my product is similar to competitors, is there a way I can present it as radically opposed to them?
    c. In all my research, what's the single most startling, surprising thing I've uncovered (the "hook" as some like to call it)?
    d. What's counter-intuitive about this message? Is there something that you would never assume to be true, but is?

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e. When you find some seemingly unexpected ideas, show them to potential prospects. Ask them, "Of these ideas – which is the most surprising to you?"

f. Put yourself into the prospect's shoes and ask yourself, "Is this something that I'd be excited to share with others? Would it get my attention – and leave me asking for more?"

2. Take your unexpected idea and distill it down to its very core.

   i. Start by boiling down your idea into 3-5 sentences.

   ii. Now, reduce it to 1-2 sentences.

   iii. The final thing you must ask yourself: "Is the overall idea <u>easily</u> repeated by someone after hearing it once or twice?"

3. Make sure your prospect can *relate* to it.

4. Make sure your idea is tangible and concrete.

5. Prove your idea beyond a shadow of a doubt.

6. Add one of the most explosive factors of all – Emotion.

7. Make your idea feel like a story.

   a. Rags to riches.

   b. From good to great.

   c. Demonstrate a contrast.

   d. Convey quality.

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Once you've isolated and refined what you believe to be your Big Selling Idea, include it in your draft. You're going to be working with this idea throughout the rest of your writing process.

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Quick-Start Copywriting System

7

Why Your Headline Is Not The Most Important Part of Your Ad

In this Chapter …

- How to structure the core message of your promotion according to proven principles of response (not only does this process remove guesswork – it radically increases your probability of success) …
- Eight ways to ensure your promotion stays focused – so that your prospect reads it from cover to cover, and can't help but pull out his wallet …
- The ONE PLACE where even the world's best copywriters often struggle – and how to dramatically reduce the likelihood you'll ever suffer from this profit-killing problem …
- And much, MUCH MORE!

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If you find the title of this chapter at all alarming, *you better hang onto your wallet!*

Conventional wisdom says that your headline is the most crucial part of the ads you write. But without mastering the process you'll learn in this chapter – it's impossible for your headline to ever fully hit the mark. You see, before you can ever even dream of writing a great headline, you must be crystal clear on your MAIN THEME.

In Chapter 6 we covered the power of the Big Selling Idea. But what's the difference between that concept … and your theme? Well, the difference is simple: Your main theme is the specific approach you take in *presenting* your Big Selling Idea.

That's why just about every single other part of your promotion – including your headline – is an extension of this.

Select the wrong theme for your market and no matter how amazing your copy – it won't do diddly. Your prospect simply won't care. Your promotion never makes it to first base.

On the other hand, find the perfect Big Selling idea and overall theme for your market and copy that's just "decent" can still rake in impressive response numbers.

This Distinction Is ESSENTIAL to Your Direct Response Success

Let us give you a quick example to clarify. In our last chapter, we provided an excerpt from one of Clayton's winningest financial promos – one that began with the headline, "Shameless Two-Faced S.O.B.s!" The copy was about how corporate giants were urging unsuspecting investors to buy their stock, while secretly dumping it themselves. And how, as an investor, you could either ignore this and pay the price – or turn the tables on them and get richer than ever.

Re-read those last two sentences because THAT is the Big Selling Idea of the promotion.

But it's also what we'll call a "topical theme" mixed with a "conspiracy theme" – and we'll learn much more about these later in this chapter.

The point is that these theme approaches come with proven structures – structures that radically increase your chances of success. And when you join them properly with your Big Selling Idea, your copy jumps to a whole new level.

So how do you select the perfect theme? What are the possible variations?

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First, let's also clarify that we're discussing both the Main Theme and the Lead (the first 1-3 pages of running text) together here because your lead is really just a byproduct of your Main Theme. Once you have the right information and construct your theme accurately, your lead will practically write itself.

After we explain how to select your theme – we'll show you some really great examples revealing how it's done by top writers.

How Million-Dollar Copywriters Hit the Bulls-Eye Every Time

When Clayton interviewed Arthur Johnson, he made a really great point about this topic. You should listen very closely to ANYTHING Arthur has to say – he's got some of the industry's hottest controls for Agora, Boardroom, Phillips, Healthy Directions and more. He's absolutely on fire right now.

According to Arthur:

*****

"Even more important, though, than any headlines or words, I think, is the whole concept of the promotion and the strategy behind it. You really have to know what you want to do before you start putting pen to paper. You want to know what your strategic goals are.

Once you have that, you can figure out all the substantial points you want to make."

*****

See, Arthur's essentially saying that you must first get clear on the concept behind your promotion (your Big Selling Idea) and then the strategy (your Main Theme, which is how you showcase that idea).

Kent Komae (who consistently hits big winners in the health market) said something very similar when Clayton spoke with him. In his words:

*****

"Picking the big theme, obviously is a million-dollar question. What I typically do is go through my notes, and as I mentioned earlier – I write "big idea" or "main idea" or a "wow idea" in my notes.

Then, I go through my notes, trying to pick out some theme I think is going to carry the piece, or could be a foundation or framework for the whole piece. This is probably the most challenging, toughest thing that I do as a writer. How do you come

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up with a new theme? Believe me, it's not easy. You have to do a lot of sweating.

I might typically write six, seven, eight, nine, or ten big ideas. And try to whittle them down to one or two. This is even before I write a word of the actual copy. I'm still working on main themes and ideas, so this is part of my outline.

Often I'll boil it down to three or four big ideas, send those to the client, and we will talk about those."

*****

Of course, every writer's going to have a different process and much of it will depend on the client. There are times when your client will already have a Big Idea and theme they want you to go with.

While they're not always right-on about the theme they've chosen, sometimes you'll just have to suck it up and go with it. Other times, depending on your skill level and experience, you can get them to reconsider.

Clayton's Personal Process for Targeting the Perfect Theme and Lead

Before selecting a central theme for a promotion, you really must take a hard look at ALL the variables. The ones he focuses on most should be very familiar to you by now: the prospect, the product and the market.

In terms of your prospect – you need to look at his or her level of sophistication/maturity (meaning how much advertising has he or she been exposed to about the subject). This will tell you what kind of claims, promises and benefits you can present and still come across as unique and believable. (For example, weight loss prospects have become incredibly sophisticated and making a simple "weight loss" claim has virtually no chance of getting through to them.)

Getting to know your prospects intimately will give you strong instincts for what kind of claims are believable and what will be dismissed.

And as we learned before, you should make sure you know his or her core desires – what types of deeper benefits this person wants more than anything else. If you're in the health market – your prospect may want to lose weight, but he may want six-pack-abs even more. Promising him weight loss won't be nearly as effective. Or in the investment market, your prospect may want to insulate his money and make 20-30% profit – better than any

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institution will offer him – with little or no risk.

Or you may be promoting financial services to more aggressive prospects – like those into futures or options. These guys have more of a "gambler's mindset" and they'll laugh at the idea of a 20% gain. That's chump change to them. They need the rush of making 389% in 3 days … and they're willing to risk their money for more exciting gains. Again, you've got to know this stuff before you pick up your pen!

In addition to desires, you will have already done some working and analysis of your prospect's beliefs. For example, how does he regard the mainstream medical establishment? What does he believe about politicians, stock brokers, CEOs of big corporations? This can be a life-saver because you want to make sure that your theme resonates strongly with his belief system. Imagine sending out a conservative package on the terrors of Liberal spending to a Democrat – it's going to get tossed!

And last but not least, you must take a close look at everything you discovered about your prospect's relevant emotions and feelings. This may be the most important factor of all. Because that's your way in. That's how you're going to move yourself from the role of salesman *to the role of trusted advocate* … and melt away sales resistance right off the bat.

Remember, when you begin by connecting with prospects on an emotional level – and you offer them sympathy, commonality – especially when you promise free, valuable information – it's often MUCH stronger than just leading off with benefits. You'll usually take yourself OUT OF the role of a salesman – someone people normally despise. Instead of being resistant to the fact that you're selling him something, your prospect now sees you as a trusted friend and advocate.

That's why Clayton finds out how his prospect feels about EVERYTHING relative to the promotion – how he or she feels about the type of product he's offering, how he or she feels about the benefits promised, how he feels about his own financial situation, health, or whatever overall subject area his product is in.

And that's ONLY Just the Beginning!

By this point in your writing process you will (hopefully!) know your prospect inside and out. And you will have dug more much deeply into the product, what it really offers and what's unique about it.

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You will also hopefully ask the classic question – *"What are you really selling?"* – that Gary Bencivenga wrote about in his wonderful *Bullets*. For example, you may be offering a newsletter, service or a nutritional supplement – but that's not what you're really selling.

Ultimately you're selling your prospect some kind of positive result: more money, freedom from financial worries, feelings of security when it comes time to retire, better health, having women feel sexually attracted to him, and more. This includes more subtle, psychological benefits like feeling superior, being perceived as rich or successful – whatever your prospect dreams of day and night.

The final consideration is something else you've already been working with: The overall state of the market. You'll need to determine how saturated it is, what similar products are out there, what the trends are showing, etc. For example, if you're selling a joint supplement, you need to know how many other products are out there, what they're priced at, how they're being sold, if there are certain ingredients consumers are moving away from, and much more.

Of course, since he has over 20 years of experience in the health and investment fields, Clayton naturally tends to stay "in tune" with these markets. But he still likes to freshen up with each project.

Since you probably won't have quite the same edge in your own assignments, we recommend you work a little harder on getting to know and then staying in touch with the markets you write in. The best way to do this is simply to read, read, READ!

Each week you should be plowing through the publications in your industry, examining the products and sales literature of your competitors, looking at the books and articles being published in the field – whatever you can to get a deeper sense of everything that's happening. This is a recipe for seeing and creating industry breakthroughs – insights others who don't know a market as well as you do can never have.

Two More Theme Considerations that Can Powerfully Impact Response

It's also good to look at the editor or face behind the product, who he or she is, what kind of personality this person has, his or her beliefs and ideas, etc. Sometimes this doesn't affect the promotion much but other times the impact can be tremendous.

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For example, if it's a doctor – how does he look, what kind of physical impression does he give, how does he talk? And for that matter, what's his personality like, is he funny, witty, skeptical, easy to trust, is there a way to make him appealing to prospects? Get in touch with whom the message is coming from.

Another consideration is the industry and world as a whole – what news issues are currently (or about to be) affecting the market and how the market is responding. Are terrorist threats affecting investment and finance? Is increased heavy metal pollution affecting fish consumption and supplement sales? These are just a few possible examples of things in the news that could be affecting your market.

This is ALL information you MUST have to effectively select the right theme for your package. Really dig in and make sure you clarify all of these different elements.

8 Killer Theme/Lead Approaches and How to Use Them

In this section, you're going to an even more expanded range of possibilities for selecting and showcasing your Big Selling Idea. You see, there are times when it will just come to you in a flash of inspiration. But other times, you can run through the following approaches and they may quickly help you clarify what you want your Big Selling Idea to be – and exactly how to execute it.

Once you know what your Big Selling Idea is, you can get moving on how to structure your sales copy accordingly.

And the best part is, you don't have to take just ONE kind of theme approach! The better you understand each of the foundational aspects of your promotion (product, prospect and market) and the better you understand each type of theme/lead, the more you'll mix and match with great success.

Topical Themes

This is the logical choice when your Big Selling Idea revolves around a major news event. Just as we saw with the Shameless Two-Faced S.O.B.s! example earlier on.

To find out whether a topical theme will fit your promotion, search the Web, make a trip to Barnes & Noble or even go to the public library … wherever you can go to see what the news headlines are saying; magazine covers are saying; what different websites are saying relative to your subject matter.

Let me explain. In the health industry in 2005, there was a release of

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research stating that half of all heart attack victims don't have clogged arteries. Over 438,000 a year die with HEALTHY arteries.

So it turns out Harvard University and *The New England Journal of Medicine* came up with the answer to why this happens and it was published in the *Journal of the American Medical Association*. The answer is that arterial inflammation – caused by something as innocent as a gum infection – can break a piece of plaque loose and triggers a heart attack or stroke. There was a lot of reporting on that in 2005.

And Clayton – being super-savvy in the health industry – KNEW it was on the forefront of his prospects' minds. AND, more importantly, that they had strong feelings about it! Many were feeling, "My goodness, how do I make sure that I don't have inflammation in my arteries?" So Clayton refined this into a Big Selling Idea, and then built his lead and entire promotion around it (you'll see in more depth later in this chapter). It worked phenomenally.

In the financial market, a good example has China and how its GNP growth has been dwarfing ours.

As proof of this, many of the successful financial promotions in the mail in late 2005 and early 2006, you'd have seen ones with headlines like, "The China Menace!" or "Can India Beat China?" or "Shanghai'd!" and it's because the China topic was very hot in prospects' minds at that moment.

In 2006, rising gas prices made the Oil topic much more appealing, which gave birth to headlines like "The Great Oil Hoax" and "The Oil Story No One's Telling," just to name a few.

Of course, there are dangerous traps in choosing a Big Selling Idea and main theme based on topicality.

The first is the fact that the trend/event could and probably will change. So if you choose something, be at least 90% sure that the trend will continue into the foreseeable future. The worst thing is to invest all of this time writing, laying out and mailing a package – only to find out the trend is reversed. Say goodnight to any kind of response or royalties on that!

The other trap is picking a theme that's either overused in your primary advertising medium (whether you use the mail, TV, the Web or radio), or something that's not particularly fresh news. It could be a legitimate trend but if it's not particularly interesting or on the top of people's minds – then your prospects will glance at it and think, "So what?"

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Dominant Resident Emotion Themes

As you know – this is one of our favorites! We love this approach because it focuses the prospect, first and foremost. And it actively connects the product's benefits with the strongest possible emotion he or she has related to the subject.

For example: In a newsletter that centers on anti-aging, you'd look at how the prospect feels relative to growing older. ALL the specific nuances … how he or she feels about sex … physical performance … mental performance … anything related to the aging process. Once you've uncovered each and every significant feeling your prospect has, figure out which one is *dominant*.

You also want to make sure that this is the emotion you feel is strongest among your entire group of prospects – the common thread that will allow you to call them out effectively. Investors may be afraid of many things when it comes to the Oil Boom and Bust, but perhaps EVERY investor is afraid of Wall Street hyping certain stocks that seem inherently shaky. So find the dominant emotion that's common to as many prospects as possible.

Then simply call that person out as dramatically as you can – putting their feelings into words. Do it in a way that will have them saying, "Yes, that's EXACTLY how I feel. This is for me!" Once you do that, you'll let them know you have a solution – ideally in the deck copy.

Then from the very first word of body copy, this emotion will be targeted and worked up into a frenzy.

Added Benefits that Come from Dominant Emotion Themes

One of the GREAT things that happens with this kind of approach is that every line of your copy gets supercharged with THE most thrilling emotion possible. The emotion most likely to strike a deep chord with your prospect and keep him hooked. And this makes for a more passionate, fast-paced, more exciting read.

But remember: Once you've targeted the precise 1-2 emotions you KNOW your prospect wants relieved … STAY FOCUSED! Don't wander off into other emotions unless you're able to skillfully connect them to the primary ones you've selected.

For example, let's say that you're writing a package on a male potency supplement. There are tons of competitors but your product is unique. You've

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also discovered that prospects dominant emotion is actually the fear of prostate cancer – even more than the emotional vindication of restoring potency.

Let's further say that your Big Selling Idea is about how a breakthrough discovery from the Amazon prevents – and even reverses – the effects of prostate cancer … without drugs or surgery.

Your headline could be something to the effect of, "How to Say 'NO!' to Prostate Cancer FOREVER!"

Once you've based your headline and lead on this fear … and promised a solution in the deck copy … it's your job to *relentlessly* focus on this emotion. You want to prove without a shadow of a doubt that you've got a solution that completely eliminates this fear, in every way possible. It's the one thing – if you can get him to fully believe you – that will all but guarantee the sale. Don't ever lose sight of that in your copy!

Here's another very instructional example from one of Clayton's financial promos:

*****

A startling NEW warning for anyone with more than $100,000 in savings …

If YOUR Bank is Named on Page 10 INSIDE, Don't Walk –

RUN To the Nearest Branch And ***MOVE YOUR MONEY NOW!***

U.S. bank failures are DOUBLING, loan defaults are SOARING, bank revenues are FALLING, their stocks are CRASHING …

… and now, TRILLIONS of dollars-worth of investments that Warren Buffet called "financial weapons of mass destruction" are poised to explode in bankers' faces!

ESSENTIAL READING INSIDE:

» Urgent Self-Defense: What you MUST do IMMEDIATELY to insulate what's left of your STOCKS, your SAVINGS and your RETIREMENT from the coming bank failure epidemic.

» Truly Enormous Profit Opportunities: The handful of little-known, seldom-used investments that can DOUBLE … TRIPLE … even QUADRUPLE when the shock wave of failures hit Wall Street!

Dear Investor,

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> The most cataclysmic destruction of personal wealth in our lifetimes – the greatest banking panic in 71 years – has ALREADY BEGUN:
>
> *****

While this promotion is topical, it clearly targets the prospect's fear emotion about his money and the crisis. And it targets his greed for making more money. These two emotions drive the copy, and Clayton never loses sight of this. This is something you must do when you select a dominant emotion based idea and theme. And mastering it can only come from practice.

Big Benefit Themes

When the benefit to your Big Selling Idea is overwhelmingly strong, there's no need to over-complicate things.

You can just allow your copy to be driven by that benefit – in other words, it becomes the theme approach you select.

You'll recognize these when you see a benefit-based headline and then deck copy that expands and dimensionalizes the benefits. This is the most straightforward and common of all leads – and it's almost always worth testing out.

You should also consider the USP (Unique Selling Proposition) style lead – one that ties in the big benefit to the unique aspects of the product or service – as part of this same category.

While this approach is less risky than going with something more emotionally driven, it DOES come with baggage. You see, the advertising climate of today is often too fierce and saturated for these to succeed – because they SCREAM "Advertisement!" And prospects are simply getting far too many advertising impressions to stop for something that telegraphs itself like this.

If you do use this approach, you need to make sure that (a) you're dead on with the benefit(s) you're putting forward and (b) that you attach some kind of "hook" to it that's capable of seizing your prospect's attention and bringing him into the copy.

This is the spin that can still make benefit-based headlines work well. Some copywriting legends, like John Carlton, are masters at finding the hook and putting it into the headline, with examples like the … **"Amazing Secret Discovered by One-Legged Golfer"** … or … **"How a Skinny Little Golf Genius from California** *Accidentally* **Started Hitting 425 Yard Drives!"** To find this kind of hook, develop an eye

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for strange or unusual things that jump out at you – something that's impossible to ignore.

This is where tabloids can help you. Tabloid writers have mastered the art of seizing attention through the use of hooks and with good reason: They *know* they'll be competing with 10-15 other powerful magazines on the same shelf. So, don't be embarrassed to subscribe to the *National Enquirer* – you'll get great ideas from every issue!

Another example from the Rodale control for *Men's Health Powerfood Nutrition Plan*, the headline shows why it's a straight benefit lead:

Fuel your body to …

GAIN MUSCLE, SHED FAT.

It's just a clear statement of benefit, which worked because of the fact that it's what *Men's Health* prospects desire most, they see the magazine as very credible and trustworthy, the magalog layout promises lots of value added info, and the deck copy/teaser bullets are excellent.

All by itself, and for a lesser company, this headline probably wouldn't have worked. This shows that if you use a straight benefit theme, you need to be super-accurate with the benefits you promise – that they're what he wants most – and you need to have credibility out the wazoo with your target market!

Intrigue-Driven Themes

Another type of theme and lead is the intrigue driven. This works best when your Big Selling Idea is exceptionally fascinating or unusual. (we'll give you some examples in just a second.)

Often times, this is actually stronger than the benefit driven approach. To make it work, you really need to have a sense for exactly what will grab your prospects, and grab them in a way that they MUST know the answer.

It's important to realize with this approach that there IS still a benefit – the difference is that the benefit is implied without being overtly stated. Rather than explicitly leading with a headline like, "How to make 436% profit …" or saying, "How to lose 23 pounds next month," you're giving them an intriguing scenario or question that implies the benefit in the answer.

For example, there's a famous Agora headline that said, "Man Who Said "BUY MICROSOFT" in 1988 … Now Says: "SELL EVERYTHING!" While this is a very intriguing statement, it's clearly implying the benefit of finding profitable stock information from the

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same man who correctly forecasted the huge Microsoft upswing. Information which can make you rich in a hurry! But you're not promising that overtly, making it more intriguing. You see the difference, right?

Another example is Gene Schwartz's famous headline and lead, "71-Year-Old Man Has Sexual Congress 3 Times a Day." It's a highly intriguing way to start a promotion – right down to the strange phrase "sexual congress" – and there's certainly an implied benefit (that this 71-year-old man has found the secret to lifelong potency.)

But the approach is more rooted in curiosity and less direct.

Again, consider this when your Big Selling Idea is especially different and intriguing. You can lead off your copy with it, getting to the benefit a little later than you would using the direct approach.

Proposition Themes

Gary Bencivenga is the all-time master of this one. He knows how to craft it so it seems incredibly appealing and believable. Clayton also used this type of lead in the launch of *Health & Healing* back in 1991 with fantastic results. The essence of it is that you ask your prospect to do some kind of simple action or take some easy steps and then offer him something very desirable in return for it.

It's best when your Big Selling Idea fits into a clear propositional, "If you do this, then X will happen" kind of pattern.

Opening with a proposition has a tendency to disarm your prospect's natural skepticism and make him immediately more open to believing your promises. Why? Because so many advertisements offer things for FREE but then the prospect quickly finds out that nothing is *really* FREE. There's always a catch.

So over time he becomes very skeptical of that word. As much as he wants something for nothing, he knows there'll be strings attached. On the other hand, having to meet a requirement, follow a few steps, or exert some kind of effort in order to get a desired benefit – that's very believable! Humans do that all the time. And that's the power you harness when you use a powerful proposition upfront – you make your benefit promises more believable by honestly telling your prospect that there will be some effort, time or qualifications required.

And, of course, in your deck or lead copy you need to quickly show why

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and how the benefit can be achieved by meeting such an easy requirement.

Here was Gary's headline for his Bencivenga 100 Seminar:

*****

If You Can Meet the Four Qualifications Spelled Out Below, You Qualify to Be One of Only 100 Top Guns Who Will Discover …

Gary Bencivenga's 7 Master Secrets of Wealth Creation for Marketers and Copywriters

*****

Or Clayton's headline for the Supernet promotion we'll be going over later in this chapter:

*****

Give me 36 months and I'll make you $1 million richer!

*****

Always remember on the proposition, to make the requirement something you KNOW your prospect's willing to do and make the resulting benefit something you KNOW he wants very badly. Do these two things and you'll stack the odds heavily in your favor!

Testimonial Themes

Here's one that's very under exploited – the whole testimonial driven theme. In a sense, this approach follows the outrageously successful pattern Subway used with Jared. It takes the Big Selling Idea of personal transformation – as embodied by a highly successful customer – and centers the promotion around it.

The great thing about this is that just about any good client you'll work for will have a database filled with testimonials about their products. They'll often even have the contact information about the people that sent them those testimonials.

So why not find the two or three strongest testimonials your client has and call those people up. Ask them to tell you how they felt *before* their problem was solved, what their quality of life was like, and so on. Then ask how their life changed *after* they found this product, how they feel now, what their quality of life is like, and whatever best expresses their happiness and transformation. Your goal is to really get to the HEART of their experience so you can communicate their excitement and enthusiasm.

Ideally, a lead like this is centered on a testimonial that the majority of

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your prospects will instantly relate to. Something that they see and think, "Wow, that's incredible! And if it can happen to her, it can happen to me." Clayton's even gone so far as to get photographs of the person with all of the things they purchased or photos of them doing things they couldn't do before – to make the transformation more believable and three-dimensional.

That's why you really gotta get the person on the phone and play Dr. Phil for 30 minutes, *really* getting them to open up.

You'll see these types of leads more in the health area but they work in the financial market as well. And they work like gangbusters in the self-improvement arena!

Story-Based Themes

Another closely related approach is the story-based theme/lead. Remember how we talked about your Big Selling Idea having a story element? Well, when your story is particularly strong – this may be your best bet.

Story-based themes/leads allow you to *show* your prospect the benefits (versus telling them) and often work well to stimulate emotions much more powerfully.

The most famous example of this is the *Wall Street Journal* promotion about Two Young Men.

I'm sure you've seen it, with the opening:

*****

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college.

They were very alike, these two young men. Both had been better than average students, both were personable and – as young college graduates are – both were filled with ambitious dreams for the future.

Recently, these two men returned to their college for their twenty-fifth reunion.

They were still very much alike. Both were happily married. Both had children. And both, it turned out, had gone to work for the same Midwestern company after graduation, and were still there.

But there was a difference. One of the men was a manger of the small department of that

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company. The other was its president.

What made the difference?

*****

By the way – you should know that this is considered by well-researched authorities like Dennis Hatch to be the single most successful advertisement in history. It has brought in over a BILLION dollars for the *Wall Street Journal* in over 30 years!

And it works so well because it's a simple story that almost anybody can relate to. Plus, it makes you curious (don't we all wonder how people with the same background and intelligence levels can show such a dramatic difference in achievement?). And, of course, it also offers a very strong implied benefit.

In our opinion, another reason why these story themes and leads work so powerfully is because while they engage your conscious mind in the story … they subtly slip the benefit *directly into your subconscious,* where your deeper beliefs are stored! And since people need to first believe before they buy, you get one of your most important tasks completed quickly and efficiently! (Anybody who's read *Psycho-Cybernetics* – which we highly recommend – will understand how much sense this makes.)

So there you have the basic types of themes/leads. Together they make up the basic building blocks of the more complex themes/leads you'll soon see in the next section.

Now You Can Mix and Match Themes with Outrageous Success

Each example we're about to go through does an amazing job of weaving multiple theme approaches together in a seamless fashion.

This first one is a lead that surprisingly begins with a price. *But not just any price.* This example starts with a creative spin on the price, as you'll notice was done with the "23-cent" in this headline on **Figure 7-1**. If Clayton had given the full price of the supplement bottle (around $33) then it wouldn't have appeared nearly as dramatic.

The Big Selling Idea here is that you can cure your heart problems – avoiding the terror, suffering and potential death – simply by consuming a few 23-cent capsules each day. Pretty amazing, right?

It's the extreme contrast – 23 cents versus possibly hundreds of thousands of dollars – that makes this lead so powerful. So look for creative ways

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Figure 7-1

ARGUABLY, THE GREATEST [illegible]UGH OF OUR GENERATION:

THE 23¢ LIFE-SAVER Heart Surgeons NEVER Tell You About!

NAMED INSIDE:

The astonishing health miracle 1.5 million grateful patients swear by:

- **So safe, it's FDA-APPROVED for use in baby food:** Proven 3 times safer than aspirin — used worldwide for 56 years without any significant adverse effects reported!
- **So effective, you can actually SEE it working:** 1,823 medical studies prove it works and 1,526 U.S. doctors prescribe it every day!
- **So cheap, its JUST PENNIES A DAY:** Just 23 cents per capsule — one-tenth the cost of a gallon of gas!

True-Life Stories By The People Who Lived Them:

- Heart Clogs Shrunk By More Than HALF! ..... *Page 11, INSIDE!*
- Open Heart Surgery CANCELLED! ..... *Page 18, INSIDE!*
- Angioplasty Postponed — INDEFINITELY! ..... *Page 9, INSIDE!*
- Costly Blood Pressure Meds GONE! ..... *Page 10, INSIDE!*
- Cut My Cholesterol BETTER Than Anything ..... *Page 19, INSIDE!*
- Arthritis and Diabetes Symptoms REVERSED! ..... *Page 5, INSIDE!*
- Homocysteine Levels NORMAL again! ..... *Page 7, INSIDE!*

"The scientific evidence indicates that *[the substance named inside]* might eliminate the need for bypass surgery... equally valid as preventive treatment."

— Dr. Linus Pauling, Two-time Nobel-Prize Winning Scientist

ALSO INSIDE: Essential reading if you worry about:

■ your heart ■ stiff, achy joints ■ high or low blood sugar ■ leg cramps ■ sexual difficulties ■ sleep problems ■ swollen arms and legs ■ shortness of breath ■ back pain ■ vision problems ■ cold, numb and painful extremities ■ age-related memory problems ■ enlarged prostate ■ fatigue ■ hearing loss ■ skin problems ■ and more!

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to dimensionalize your price as being incredibly inexpensive or valuable. As a hypothetical example, let's say that the average subscriber to your newsletter or service makes $15,000 additional dollars a year. And your cost is $197. You could create a headline like, "Would you pay 54-cents a day to make an extra $15,000 this year?"

To get that figure, we simply divided the price of the newsletter ($197) by the number of days in the year (365) and got that it costs 54 cents a day. And since, in this example, the average subscriber makes an extra $15,000 a year – this creates a truly incredible contrast!

You get the point – radically dimensionalizing your price can be a very intriguing scenario that grabs your prospect and reels him in.

Also, remember that a straightforward price lead (i.e. Get a new Sony TV for only $99!) doesn't much apply to the kinds of packages we write – that's more for branded products where the benefits, USP, and other elements are already very well entrenched in the prospect's mind.

How Specificity Can Multiply the Power of a Great Hook

Notice also that the headline provides a more emotional element, a "hook," and I'm referring to the "Heart Surgeons NEVER Tell You About!" part. This type of "conspiracy" statement has been used more and more in promotions over the years – so be cautious with it.

The real trick is to add enough believability to disarm your prospects' natural skepticism. In this case, the specificity of the "23-cent" element makes it seem like something heart surgeons actually WOULD keep from the prospect.

In addition to being something a "Conspiracy" theme – it also used the "Dominant Emotion" approach – because it stirs up the emotions of betrayal, anger and the desire for vengeance.

In general, conspiracy leads work phenomenally. Especially when you have evidence that there's been a sham or hoax perpetrated against your prospect … causing him to get ripped off, forcing him to pay a higher price, robbing him of health benefits or financial gains he deserves, and so on.

Notice also that the running text (**Figure 7-2**) begins by using the story element. Just look at how Clayton used the strong visual element of the white powder in the photo above to dramatize it.

Check out the following excerpt. It's easy to see why this is such a great exam-

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Figure 7-2

The HEALTH DISASTER that DIDN'T HAPPEN!

24 hours ago, this innocent-looking white powder was clogging a human artery, poised to trigger a deadly heart attack or a massive stroke at virtually any moment.

It was flushed away before it had the chance to inflict its damage — with a simple, 23-cent FOOD ADDITIVE!

✔ Pronounced 100% "SAFE" by both the FDA and USDA...

✔ Proven in 1,823 medical studies over 57 years...

✔ Used daily by 1,526 enlightened U.S. doctors to treat more than 1.5 million grateful heart patients.

By James Cannon
Health News, Special Correspondent

The harmless-looking white powder you're looking at *could* have been a death sentence for John — and a catastrophe for his grieving family. Just hours ago, it was arterial plaque, clogging his circulatory system, restricting blood flow to vital organs, and setting the stage for a deadly heart attack or stroke.

Left alone, it had the power to turn John — a living, breathing human being — into a fading memory — a mere statistic: One of the 960,000 Americans who will be killed by a clogged circulatory system this year.

Who knows? John might have been one of the fortunate ones and survived. This plaque might just have triggered a mild heart attack or stroke, leaving him paralyzed or with diminished mental powers, but still alive.

Or, if he was really lucky, he might have escaped with a diagnosis of high blood pressure — and a lifetime sentence of drugs that may cause skin rashes, insomnia, depression, kidney damage and even rob him of his sexuality.

But now, this once-savage killer is as harmless as a teaspoon of sugar.

Because a few hours ago, John swallowed two, tiny capsules containing an amino acid so safe, that the United States Food and Drug Administration has approved it as an additive to baby food. Almost immediately, it entered his bloodstream, seeking out, arresting and neutralizing the rogue calcium deposits that had super-glued this plaque to his artery walls.

Then, in an act of supreme irony, the very blood that this plaque had once blocked quickly swept it to his kidneys where it was unceremoniously evicted from John's body as a component of urine.

(Continued on page 3)

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ple of combining dominant emotion with story telling:

*****

"The harmless looking white powder could have been a death sentence for John – and catastrophe for his grieving family. Just hours ago, it was arterial plaque, clogging his circulatory system, restricting blood flow to his vital organs, and setting the stage for a deadly heart attack or stroke."

*****

It continues to dimensionalize the pain and misery that John narrowly avoided, leading into the chelation miracle and our oral chelation product. (The promotion was a big hit and mailed profitably for years.)

It's amazing how this lead/theme accomplishes so many things! It does ALL the following:

1. Alerts the prospect of a conspiracy against him, stimulating feelings of shock and betrayal …
2. It contrasts the price of the product with expensive medical procedures in a thrilling way, offering a benefit and stimulating the greed emotion …
3. It taps into the prospect's natural fear about plaque in his arteries and the deadly health problems he's being exposed to …
4. It bribes him into reading by offering a very intriguing story …
5. And the entire time it offers TONS of credibility on why this treatment is for real, how it's worked for others, why it's so safe and much more.

See if you can steal these concepts and apply them to your current promotions, ultimately weaving them all together in a lead that's impossible to put down!

Why Your Theme MUST Fit the Editor or Spokesperson Behind It

This next promotion – featured on **Figure 7-3 –** is for Sharon Parker's *Undiscovered Stocks*, and it's quite a dandy! (Sharon's amazing – she's a successful financial editor for Weiss Research …) As you can see the lead and theme are clearly benefit-based, around the topical events regarding military spending.

Back in early 2002, just a few months after 9/11, the air was filled with stories surrounding a new war. We had already entered into a war with Afghanistan and much of Washington was pushing aggressively for war with Iraq.

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Figure 7-3

★ ★ ★ CONFIDENTIAL MILITARY INTELLIGENCE REPORT ★ ★ ★

QUADRUPLE YOUR MONEY As These Obscure Firms Cash In on the Government's New

$1 Trillion Defense Spending JACKPOT!

★ ★ ★ ★ ★ ★

Proprietary Investment Intelligence From Sharon A. Parker whose stocks piled up to 86.1% profits DURING the Tech Wreck of 2000-2001

In this report:

- **Urgent Terrorism Bulletin:** How President Bush's new anti-terrorist campaigns will add billions in military spending and make a few hand-picked companies — and their investors — even richer.....*Page 4*
- **High-tech marvels of the 21st Century:** Astonishing new weapons that are revolutionizing warfare as we know it.....*Page 6*
- **7 Defense Diamonds you can't afford NOT to own:** And why they'll quadruple your money within 36 months or even LESS.....*Page 5*

On January 10, 2002, President Bush signed the biggest defense spending bill in 13 years, all but GUARANTEEING U.S. defense firms a $1 TRILLION windfall over the next 36 months.

Buy the stock of the 7 often-overlooked defense companies NAMED INSIDE now — within the next TEN DAYS — BEFORE they become the Goliaths of today's super high-tech arms race — to double, triple, even quadruple your money in 2002 and beyond!

By Sharon A. Parker
Editor, UnDiscovered Stocks

The new Hyper-X Scramjet screams through the sky at TEN TIMES the speed of sound — fast enough to streak from New York to Central Asia in 2 hours, and completely around the world 8 times in a single day...

An all new, super-high-tech radar sees "invisible" stealth fighters and bombers as clear as day — and faultlessly blows them out of the sky while they're still hundreds of miles away...

A top-secret new "Parasite Bomb" secretly attaches itself to an enemy's military satellite and can remain harmlessly dormant for years. But when war breaks out, the parasite incinerates the satellite and instantly renders the enemy deaf, dumb, and blind...

A terrifying new stealth weapon — half-torpedo, half-missile — flashes through the water at an amazing 230 miles per hour, then comes screaming up out of the coastal waters and detonates over its target before the enemy even knows it has been launched...

An airborne "laser cannon" blasts a speeding ICBM out of the sky before the missile can even get beyond its own borders — causing it to fall back upon the country that launched it.

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It occurred to Clayton that since his prospects were already likely having an 'inner' conversation regarding the wars, tying a profit opportunity to them could be very well received. This promotion is the result: he dramatically connected the current war with the Taliban … plus the imminent war with Iraq … and the explosively hostile circumstances around the world … along WITH the defense-spending bonanza that was about to take place.

Sharon had a small but powerful list of relatively obscure firms – whose stocks could be purchased cheap – that would likely EXPLODE in value as the military spending skyrocketed. As the editor, she was a proven master at recognizing and recommending these "undiscovered" stocks. So there was a very real opportunity for prospects to make up to four times their money.

So how'd Clayton know this was the best way to go? As mentioned earlier, he was pretty certain that a strong claim connected to the topical discussions of imminent war would do a good job of grabbing his prospect's attention. And that this type of claim and approach fit in perfectly with the style and track record of the editor, Sharon Parker.

How to Maximize the Selling Power of Your Editor or Spokesperson

This proves a profitable point: how you select your theme will depend very strongly upon the voice behind the message (the editor, doctor, etc.). Had Clayton tried to base an entire promotion around a very fear-driven, apocalyptic forecast – as he often does for Dr. Martin Weiss (like the "Take Your Money and RUN" example earlier) – it would've almost certainly bombed.

Why? Because that's not Sharon's cup of tea, not her style at all. She has no real track record in this kind of prediction (in stark contrast with someone like Dr. Weiss) – rather, her niche is finding hidden value in stocks the mainstream has yet to discover.

To make this idea of defense spending and massive profit potential seem more believable, notice how the copy immediately leads off in the deck with the statement: *"On January 10th, 2002, President Bush signed the biggest defense spending bill in 13 years, all but GUARANTEEING the U.S. defense firms a $1 TRILLION windfall over the next 36 months."* (A key part of this pitch is getting the reader 100% certain this spending is going to take place. Without that, the rest of the copy means diddly squat.)

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Then the next line adds urgency: "Buy the stock of the 7 often-overlooked defense companies NAMED INSIDE now – within the next TEN DAYS … to double, triple and even quadruple your money in 2002 and beyond!" Since the promotion claims the prospect could make (double, triple and possibly quadruple your money) isn't she the most unique one in the investment world? Clayton felt it was important to also give the prospect an extra urgency push right upfront.

But the opening lines of the running text ARE unique. Rather than jump right into the profit opportunity, the stocks, or impending wars – he instead romanticizes the technological miracles being created and funded by defense companies. And not just any old type of technology, this was SERIOUS TECHNOLOGY that would force the military into many billions and trillions of dollars in spending. Very intriguing stuff.

Plus, it helped prove a point presented in the copy – these ultra-expensive "war toys" demanded HUGE spending … spending that would make these companies and their lucky investors rich!

Ultimately this theme/lead combines three approaches: topical, big-benefit and intrigue-driven. And it weaves them all together in a way that perfectly fits in with the editor's style and investing approach.

Taking the Conspiracy Theme to the Next Level

On **Figure 7-4**, you'll see another supplement promotion, this time for a CoQ10 product. The headline, "CoQ10 Conspiracy!" is very obviously the beginning of a conspiracy-type, emotional lead, which works like gangbusters in multiple industries.

The Big Selling Idea is essentially this: "There's a reason why CoQ10 is the most expensive nutrient in the world – and has a library full of A-level research supporting it … *it works!* But it hasn't worked for YOU, because you've been consuming the WRONG version of it. To discover the right version, and get all the amazing heart health and energy benefits it offers, simply read inside."

Clayton had several different options for this promotion and tested each one. The first was a big benefit lead, offering the reader a chance to "energize every cell in his body." The second was a USP version asking the prospect, "Why haven't you had your CoQ10 miracle yet?" The third was this one, which pulled in a much higher average unit of sale (AUS) than the others.

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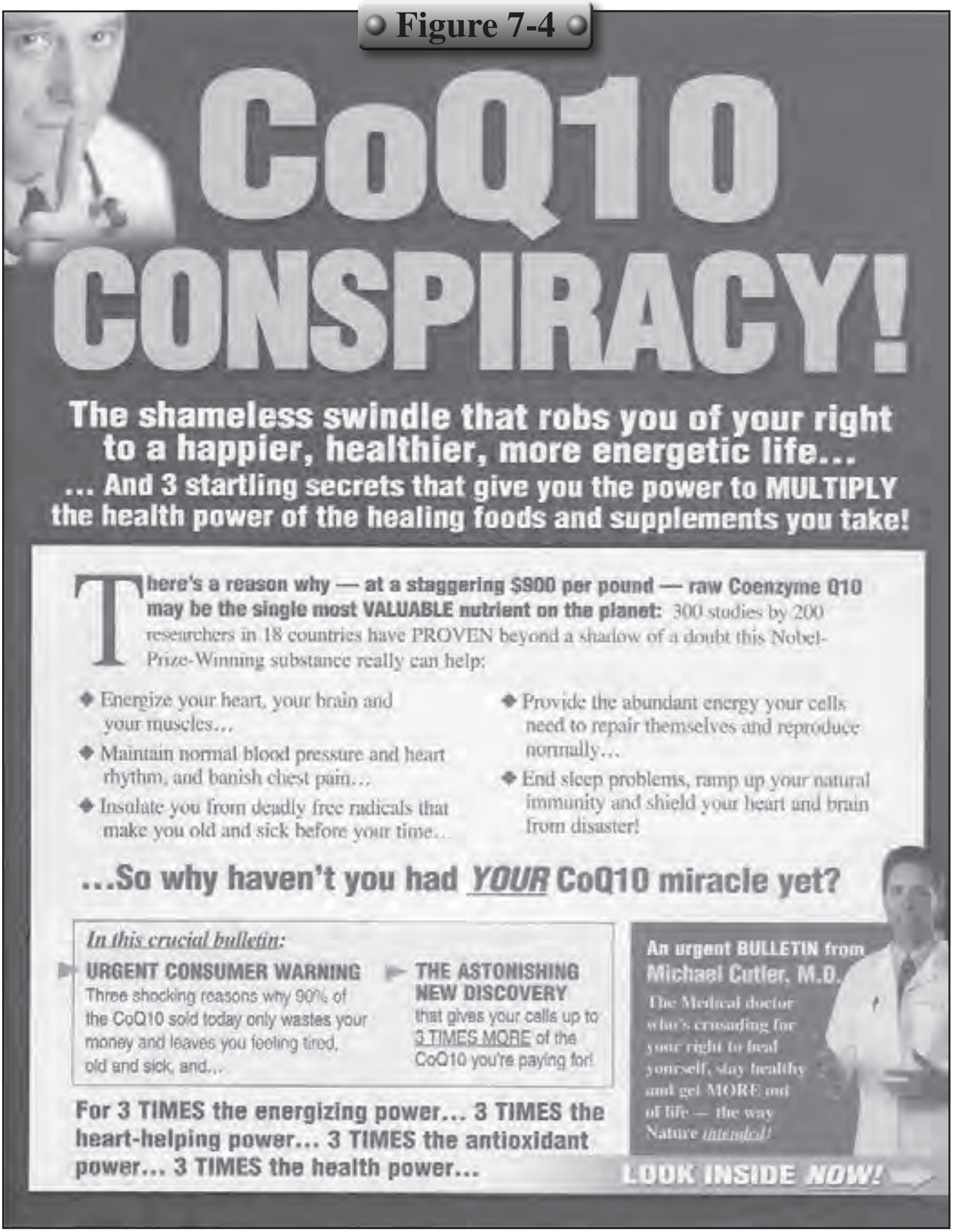
Figure 7-4


CoQ10
CONSPIRACY!
The shameless swindle that robs you of your right to a happier, healthier, more energetic life...
... And 3 startling secrets that give you the power to MULTIPLY the health power of the healing foods and supplements you take!
There's a reason why — at a staggering $900 per pound — raw Coenzyme Q10 may be the single most VALUABLE nutrient on the planet: 300 studies by 200 researchers in 18 countries have PROVEN beyond a shadow of a doubt this Nobel-Prize-Winning substance really can help:
◆ Energize your heart, your brain and your muscles...
◆ Maintain normal blood pressure and heart rhythm, and banish chest pain...
◆ Insulate you from deadly free radicals that make you old and sick before your time...
◆ Provide the abundant energy your cells need to repair themselves and reproduce normally...
◆ End sleep problems, ramp up your natural immunity and shield your heart and brain from disaster!
...So why haven't you had YOUR CoQ10 miracle yet?
In this crucial bulletin:
URGENT CONSUMER WARNING
Three shocking reasons why 90% of the CoQ10 sold today only wastes your money and leaves you feeling tired, old and sick, and...
THE ASTONISHING NEW DISCOVERY
that gives your cells up to 3 TIMES MORE of the CoQ10 you're paying for!
For 3 TIMES the energizing power... 3 TIMES the heart-helping power... 3 TIMES the antioxidant power... 3 TIMES the health power...
An urgent BULLETIN from Michael Cutler, M.D.
The Medical doctor who's crusading for your right to heal yourself, stay healthy and get MORE out of life — the way Nature intended!
LOOK INSIDE NOW!

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It might seem a little surprising that this type of approach works as well as it does. But the more you examine it, you can see how much more visceral and attention grabbing it is than benefit or USP leads. They're a lot like the shocking headlines you see on the covers of tabloids!

A big reason why conspiracy leads work well is that they take something the prospect is or has been frustrated by and then frames it in a way that brings their frustration and anger to the surface. Many, MANY people have taken CoQ10 supplements and haven't experienced results. So while they certainly hadn't necessarily been thinking there was a "conspiracy," framing the situation as one certainly made for a powerful attention grabber.

It also creates an enemy – the companies peddling CoQ10 products that simply don't work and are NOT absorbable. This now makes the prospect's feelings of betrayal and his anger over being ripped off *actionable.*

Throughout the lead Clayton emphasizes the need for CoQ10 and how proven it is to provide all of these miraculous health benefits. You see that right up front on the cover, where the copy states that "300 studies by 20 researchers in 18 countries" have proven its effectiveness.

Then, on **Figure 7-5**, he deepens the "reasons why" you need CoQ10 in the very first line of the running text, "Energy is life." This, combined with CoQ10's documented effectiveness builds the case for why the prospect absolutely MUST be taking this product.

Another Amazing Thing About this Theme

Surprisingly, there's a TON of credible research and medical authorities that back up the power and effectiveness of CoQ10. Many prospects had heard about it, believed it was something good to take, and tried it. But very, very few were aware that this much credible, exciting proof stands behind this nutrient. So notice how the overall impact is multiplied by proof and credibility!

Later, once the prospect is thoroughly convinced about the benefits, he exposes a dangerous flaw in virtually every CoQ10 product on the market – that they are NOT absorbable! That's a treacherous hoax that's been costing them their hard-earned dollars, health and well-being.

Then, when he finally presents the actual product he's promoting (on page 13 of a 24-page magalog) and shows how it really is more effective … the choice becomes an IQ test. If you care at all about your health, your energy levels and how long you'll live … accepting this generous offer is a no-brainer!

The moral of this story: When selecting

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Figure 7-5

The Great CoQ10 SWINDLE

At $900 per pound, Coenzyme Q10 may be the most precious natural healer on the planet.

The U.S. National Institutes of Health, the world's top researchers and leading cardiologists swear it helps energize failing hearts and aging brains… lowers your blood pressure… neutralizes free radicals… helps cells repair and reproduce normally… and works dozens of other miracles throughout your body…

… So why haven't you had *YOUR* CoQ10 miracle yet?

By Michael Cutler, M.D.

Energy is life.

Without sufficient energy, your muscles lose their strength and stamina – and you lose your spunk – your "get-up-and go." Fatigue… lethargy… and depression can take hold of you – and life begins to pass you by.

That's the kind of "energy crisis" you can feel – right down to your bones!

And when you feel that way, you can bet your bottom dollar that something else is happening inside you – something insidious…

You see, your body is made up of more than 100 trillion living cells. Every kind of cell and tissue in your body – your skin, hair, eyes and ears… your cartilage, joints and bones… your brain, lungs, liver, heart and other organs – needs enormous amounts of energy every second of every day.

Without plenty of energy, your cells can't heal, keep you healthy, or give you the energy, strength and stamina you need to enjoy life.

Do you know where this cellular energy comes from?

If you said, "from foods I eat and the nutritional supplements I take," you're only half right!

Food and nutritional supplements do provide the fuel your body needs to generate energy – but that fuel can't produce a single calorie of energy until you burn it – your body needs a "spark" to turn nutrients into energy!

Think: What would happen if you filled your car's gas tank… but never turned on the ignition? How much energy would all that gas produce?

NONE – right? Unless you turn the key – and let the spark plugs ignite the fuel – your car produces no energy at all!

The same is true with your body. You can eat all the right foods and take all the right vitamins – but unless your body has plenty of "spark" to help your cells burn that fuel, there's NO WAY they can produce the energy they need to heal you, fight illness or energize you!

My name is Dr. Michael Cutler. As a medical doctor and scientist, my mission in life is to help you thrive. And I know *for a fact* that a healthy diet, supplemented by key nutrients can give your body what it needs to heal you, ward off illness and energize your life.

So why do so many health-conscious folks

Next page, please…

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

FOR MORE INFORMATION, CALL TOLL-FREE 1-800-746-4513 TODAY! 3

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your lead/theme, look for opportunities to position any frustration or problem your prospect experiences as a conspiracy, hoax or swindle. If you can make this Big Selling Idea believable, you'll seize and hold his attention more effectively than just about any other way.

Also, don't overdo it. Just convince him that there are some injustices going on and that you're here to help protect and liberate him. You don't need to necessarily carry the tone throughout your entire promotion – Clayton didn't in this case.

He used the conspiracy idea just enough to convince his prospect that: a) He should have experienced healing miracles from taking CoQ10 but didn't … b) He didn't because all these careless and possibly corrupt companies sold him a product that could not be absorbed … and c) If he wants to get back at them and experience the guaranteed health benefits he's been missing, he simply needs to send for this risk-free trial offer!

Frustration Can Be Rocket Fuel, IGNITING the Momentum of Your Theme and Lead

Figure 7-6 features the now legendary Supernet package Clayton and Bob Hutchinson wrote for Tony Sagami's, *Stocks on the Move*. It mailed profitably for over THREE YEARS – a feat almost unheard of in the investment market! And one especially mind-boggling, considering the rough times the industry saw after 9/11, the Tech Wreck and other dismal periods.

This package worked incredibly well for several reasons. While the Internet was booming in many ways, many prospects were already getting frustrated at slower speeds and complications. As the world-wide-web multiplied in size, what would happen to online access? The answer was that something simply HAD to change. And if prospects didn't yet know it yet, they certainly FELT it.

This made the Big Selling Idea incredibly solid and seductive: The "old" Internet was getting slower by the day and quickly becoming obsolete. And the new Supernet – based on new fiber optic technology – would usher in a new era of speed and performance!

Plus, this new era would give investors the opportunity to multiply their money like never before! This proposition ("Give me 36 months and I'll make you $1 million richer!") worked like gangbusters because: a) Most investors saw the original Internet boom and made nothing, which was incredibly regretful and frustrating … b) Clayton and Bob documented the profit investors missed as proof of the possibility awaiting the prospect NOW … and c)

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Figure 7-6

THE OLD INTERNET IS DEAD.

Get ready for windfall profits of 3,000%...5,000%...up to 7,500% and MORE with the all-new, blazingly-fast

SUPERNET

AMERICA'S #1
416% PROFITS
Even During
The Recent
Tech-Wreck!

"Give me 36 months and I'll make you $1 million richer!"

Read the enclosed intelligence report now to discover the stocks that will turn a $20,000 grubstake into $200,000... $500,000...up to $1,000,000 *or even MORE!*

POST-CORRECTION UPDATE:

From Tony Sagami, the ONLY stockpicker who...

- URGED CLIENTS TO "SELL ALL TECHS" at NASDAQ's exact top on March 25, 2000, and...
- GUIDED CLIENTS TO TECH-WRECK PROFITS OF 416% even as NASDAQ plunged 34.7% in March and April.

Not a flash in the pan! Tony Sagami has...

- DOUBLED his clients money every 2 1/2 years since 1993...
- BEAT THE S&P 500 & NASDAQ BY 4 TO 1

Dear fellow investor:

Think it's impossible to make $200,000... $500,000...up to $1 million or more on a $20,000 investment?

Try to tell that to investors who put $20,000 down on today's Internet giants!

- **YAHOO! jumped 5,471%:** And every $20,000 invested grew to $714,286...
- **America OnLine jumped 4,650%:** Every $20,000 grew to $950,000...
- **Microsoft jumped 5,900%:** Every $20,000 grew to $1.2 million...
- **EMC jumped 7,150%:** Every $20,000 invested grew to $1.45 million, and...
- **JDS Uniphase soared 7,550%:** Every $20,000 grew to $1.53 million...

In a single year, **Broadcom** would have more than quadrupled your money — turning a $20,000 investment into $84,333. That same $20,000 investment in **Oracle** would have made you $163,636 richer...**Conexant** would have netted $264,000...

A $20,000 investment in **LYCOS** would have handed you $372,000...**Dell** would have given you $590,000... Intel would have given you $580,000...and **EBAY** would have made you $996,000 richer.

...And **Netscape** would have made you $133,333

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They showed specifically how a select few companies – with virtual monopolies on this new technology – will make themselves and their investors a fortune.

Just as you've seen in nearly every example, this theme and lead combined a variety of elements. It was topical, capitalizing on the growing idea that the Internet would need to undergo a dramatic change in order to continue growing and working. It was emotional, capturing prospects' feelings of frustrations with missing out on the huge, HUGE profit opportunities from the original Internet boom.

Plus, it brought to the surface their feeling of growing daily frustration over Internet speeds and performance. And finally, it was VERY benefit-driven – Tony's subscribers could make more on this than virtually any other area of the investment world, with less risk than they might expect!

Notice how the lead off sentence addresses the prospect's skepticism over such a large claim. Because the statement, "Give me 36 months and I'll make you $1 million richer!" needs to be quickly substantiated or readers will think, "Yeah, right!"

Why Proof Can Make or Break the Power of Your Opening

To prove his point, Clayton and Bob began by documenting what $20,000 would have meant in profits on many of the original Internet stocks …$714,288 … $950,000 … $1.2 million … $1.45 million … up to $1.53 million! Amazingly, this is something they did instinctively. This statement not only made his promise of big profit seem believable – it perfectly captured their prospect's frustration over missing out on the huge numbers from the original Internet boom.

TONS of investors had been both consciously and unconsciously kicking themselves over this missed opportunity. And they DID NOT, under any circumstances, want to miss out the second time around!

The lead sentence of the running text, "I won't mince words with you – buying these stocks now is a no-brainer, slam-dunk: Like buying JDS Uniphase at a spilt adjusted $3 a share, before it soared to $155 … or Network Solutions last year at $20 a share, before it rocketed to $255," is very direct and powerful when the credibility is there to back it up.

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Then right after documenting the incredible possibilities of this opportunity, the copy taps into the prospect's frustrations over Internet speeds and performance problems. For example, there's a line later in the lead that says, "I don't know about you, but those things (performance/speed problems) make me want to drop-kick my computer into the next county!" This is a perfect example of a sentence that resonated with this prospect's feelings and got him to nod his head.

One of the main insights to take away here: If you can relate your present promise and opportunity to a frustrating, previously missed one – you'll burst out the gates with a TON of momentum. The trick is that it's got to be something your prospect has thought about or has clearly had running through his mind. That was the case with the original Internet boom. You shouldn't have to educate him too much … if at all. If you do, you're already on shaky ground.

Proven Secrets and Dangerous Pitfalls You MUST Know When Using Fear

The Millennium Meltdown package you see on **Figure 7-7** combines many of the secrets we've learned here. In terms of the lead/theme – Clayton discovered and selected it by going through all of Howard Ruff's (the editor in chief) most recent newsletters.

He found that the hottest topic – the one that resonated most with readers on a practical and visceral level – was the Y2K problem. At the time, nobody in any position of authority seemed terribly optimistic about the solution. And TONS were at stake! The prospect was at risk of losing his money, his investments and much, MUCH MORE.

Overall, it's very much a topically-driven, dominant emotion (Fear) lead/theme. The benefit is not super-positive or overt – rather it's the implicit promise of evading the wrath of the huge crisis.

The inside cover contains the headlines, "Blood Will Run in the Streets" and "If the Power Grid Goes Down … it is All Over." Both quotes were from very credible sources, making the fear emotion more powerful and penetrating.

And the deck copy preceding the running text doesn't list benefits or go into any other claims about the likelihood of the crash. Rather, it provides 4 well-documented examples of serious problems that have already occurred because of this dangerous glitch. Problems that are just a taste of what's to

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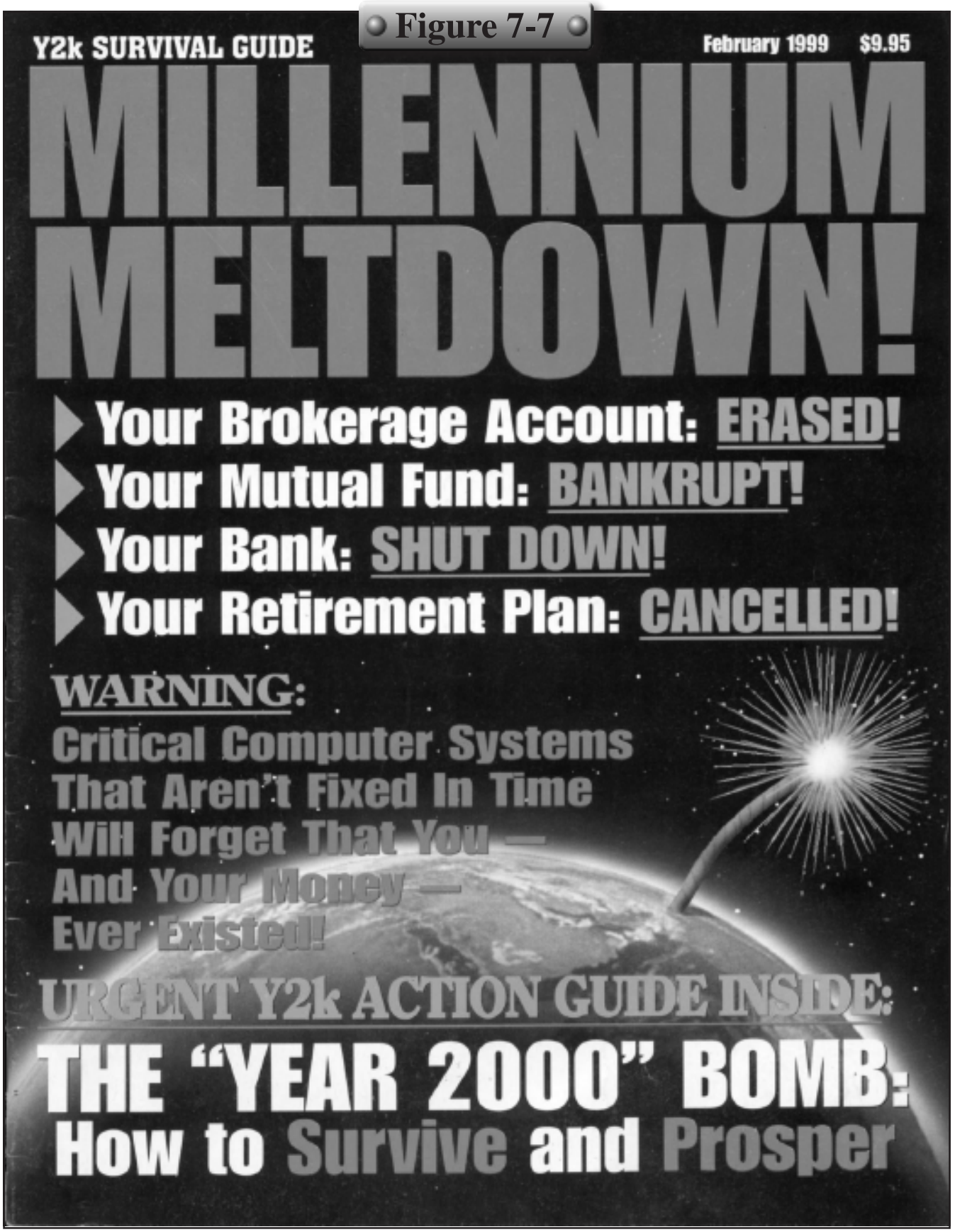
Figure 7-7


Y2k SURVIVAL GUIDE
February 1999 $9.95
MILLENNIUM MELTDOWN!
Your Brokerage Account: ERASED!
Your Mutual Fund: BANKRUPT!
Your Bank: SHUT DOWN!
Your Retirement Plan: CANCELLED!
WARNING:
Critical Computer Systems That Aren't Fixed In Time Will Forget That You — And Your Money — Ever Existed!
URGENT Y2k ACTION GUIDE INSIDE:
THE "YEAR 2000" BOMB:
How to Survive and Prosper

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come as authorities fumble around trying to prevent the imminent disaster.

Since the fear-based lead is very powerful in a wide variety of markets, we recommend you pay close attention to what we're about to reveal …

Don't Misuse the Fear Emotion!

It's a common rookie mistake to think you can just scare your prospect into buying from you.

That just doesn't work.

The thing is … this is a VERY common mistake. We even saw younger writers make this same error at Clayton's Power Marketing Summit in 2006.

But that doesn't mean you have to steer away from tapping into your prospect's fears …

You *can* use fear effectively in your theme with the help of these three proven secrets …

First of all, if you use fear, it must resonate – i.e. something the prospect is already feeling. You can't try to make him afraid of anything – that's the same thing as trying to educate your prospect. Instead, you can only tap into and amplify the fear he's currently feeling.

In this case of the Y2K Meltdown, people were already aware of the effects – Clayton just brought this fear to the surface and showed them how much the event could impact their wealth and well being.

The second thing to realize about fear leads is that you shouldn't overdo it. It must be in line with the nature of the event and your prospect's feelings. If you take it over the top, your prospect simply gets frustrated … throws his hands up in the air and walks away. SALE LOST. So this is the tricky part – and what separates the A+ writer from the rookie – you must know exactly how far to take it. And also weave in the believable possibility of a solution at exactly the right places. Otherwise you'll lose him.

Again, this was done perfectly in the Millennium Meltdown package on **Figure 7-7**. While fear was used heavily in the beginning, Clayton quickly got to the possibility of a real solution – in the form of his product! Again, fear alone never works as a theme – you need a positive motivation as well.

The third thing to realize is that pushing the "fear" emotion is just like pushing ANY other claim. You need to back it up like crazy with proof, proof, PROOF! We see pieces of copy that make

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this mistake all the time – they try to paint this ugly, horrifying picture that's built upon the flimsiest argument in the world.

So if you take anything out of this section, please take these three points to heart. In this day and age, fear is always a strong lead possibility. Especially in the investment and health markets. But you MUST know how to use it. Understanding and applying the lessons of this section could make all the difference between blockbuster success and a total flop.

How to Make It Seem Like Harvard is Pitching Your Product

On **Figure 7-8**, check out the "Cholesterol's Evil Twin" package for a Vitamin D product. Health Resources considered (and even tested) several different approaches, but here's the one that won out. This is clearly a dominant emotion lead, based on fear, and it links the need for a vitamin D product with the fear our prospects already had around high cholesterol.

The headline for this magalog (not visible here) is "Cholesterol's Evil Twin!" – and it's very attention grabbing. Again, it looks a lot like something you'd see on the cover of the *Enquirer*.

The deck copy, "Why 438,000 of all heart victims die with HEALTHY arteries …" is very intriguing and mentally stimulating, because it challenges the very commonly held idea that heart attacks and problems all stem from high cholesterol and blocked arteries. Then the third line, "… And the astonishing new discovery that could help cut YOUR risk IN HALF!" gives the prospect a clear benefit and selfish reason to continue on.

But the single biggest lesson here is visible on **Figure 7-8**. It has to do with the positioning of the problem and the product. Essentially, Clayton positions the problem and the solution as something that the very highest research institutions have been struggling to solve. Then by the time the solution is presented, the prospect ALREADY BELIEVES in it!

It's like an unspoken, yet very powerful pre-endorsement for our product. He's already thinking, "Hey, I really need this nutrient" BEFORE the copy reveals that a product based on it is being offered.

So how does he make this work? Midway through the lead,

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Figure 7-8

Continued from front cover ...

have high blood pressure ... and have healthy, virtually *cholesterol-free* coronary arteries!

WHY do nearly a half-million Americans with *unclogged* arteries still die from heart and brain disasters every year? Why do millions more suffer high blood pressure and other sudden circulatory crises?

The answer to that single question has become the "Holy Grail" for thousands of medical scientists at many of the world's most prestigious health institutions — and for good reason:

It could help them SAVE hundreds of thousands of lives in the U.S. — and MILLIONS around the world — every year!

Now, at last ... *The New England Journal of Medicine* just announced the surprising answer!

When pathologists examine victims with healthy arteries, they typically find a small, seemingly harmless speck of plaque has suddenly burst ... formed a clot ... lodged in a smaller or slightly narrowed artery farther downstream ... and has starved the heart or brain for blood.

But what causes these "small" plaques to suddenly rupture, triggering a massive heart or brain disaster?

The startling answer could save your life ...

BOB LIVINGSTON
America's leading investigative health reporter.

Since 1969, Bob Livingston has spoken out against the scams, hypes and deceptions of the medical industry. Readers of his newsletter, *The Bob Livingston Letter*, count on Bob for up-to-date and factual advice on their health and wealth.

In this special issue of *Health Breakthrough News*, Bob reveals the surprising cause of America's #1 silent killer.

■ When researchers at the Harvard School of Public Health followed more than 120,000 men and women for many years ...

They found people whose blood tests showed the greatest evidence of inflammation in the bloodstream — were a whopping *70% MORE LIKELY TO SUFFER A HEART DISASTER* than those with the lowest levels.

■ When researchers at Brigham's and Women's Hospital and Harvard Medical School went a step farther, looking exclusively at women who had suffered heart catastrophes ...

They found healthy women whose blood contained the most evidence of inflammation were FOUR TIMES more likely to suffer a future cardiovascular event than women with less evidence of inflammation.

■ When researchers at the London School of Hygiene and Tropical Medicine studied patients who had suffered even mild infections ...

They reported that a bout of the flu, or even a gum infection might raise the risk of heart and brain risk over the next few days because of an inflammatory effect on blood vessels.

Medical Shocker:

Inflammation does MUCH more than just damage hearts and brains!

Inflammation is nothing more than your body's natural response to injury and infection.

And just about everyone — and especially those of us who have already celebrated our 50th birthdays — has some level of inflammation in their bodies nearly all the time!

Any cut or scrape can result in infection and inflammation. So can infectious bacteria and viruses that you ingest or inhale.

Chronic health problems can trigger dangerous long-term inflammation in the body, too. Most joint and blood sugar problems send inflammation throughout your body. So do gum problems ... skin rashes ... inflammatory bowel problems ... and many immune deficiency problems.

Even a splinter in your finger, swollen gums or an in-grown toenail could trigger an inflammatory response capable of turning plaque into a deadly heart or brain bomb!

What's more, inflammation is also the root cause of many of today's most common health problems — like sore, inflamed joints ... skin conditions and more!

Put simply, inflammation does more than just threaten your heart and brain. It can also turn your life into a living hell of sickness, costly and toxic drugs and repeated surgical procedures.

Discover Nature's most powerful inflammation fighter NOW!

Cut Your Risk of a Heart or Brain Disaster BY HALF!

A healthy diet and exercise can help unclog arteries — but if you're not ALSO minimizing inflammation in your body, you're still vulnerable!

438,000
Heart and Brain disasters due to:
Clogged arteries

438,000
Heart and Brain disasters due to:
Inflammation

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there's a line: "Now top scientists at Harvard and a major British Medical Research Institute have found the culprit that kills up to 438,000 people with healthy arteries each year – and have placed astonishing NEW life-saving, health-giving power into your hands!" He names the credible sources that have "found the culprit" and "placed" this miracle into the prospect's hands.

Notice how this technique reduces resistance right off the bat! As a prospect you don't feel like you're reading a pitch – you feel like your getting thrilling news from the world's best research institutions. The copy explains how for decades "scientists have struggled with a great mystery" but just recently the *New England Journal of Medicine* discovered what happened to "the other half."

And then it's built up, with the paragraph: "The answer to that single question has become the "Holy Grail" for thousands of medical scientists at many of the world's most prestigious health institutions …"

Which sets up the dramatic revelation (the first subhead on **Figure 7-8**): "Now, at last … *The New England Journal of Medicine* just announced the surprising answer!"

By the time Clayton introduces the product, the prospect is already thoroughly convinced that he needs the nutrient these studies have shown will protect him. Provided we do a good job of positioning ours as the best product and make the offer a no-brainer – the sale is made!

Making These Secrets Work for YOU

WOW! There's a lot of challenging material to digest in this chapter. But then again – *this is one of the few most important parts of your copy* – it's what you MUST handle before sitting down to craft a single word.

Just to recap … To nail down a winning theme/lead, you must look closely at the following variables:

Your prospect – his dominant emotions about the subject at hand, his relevant beliefs, his deepest "core" desires …

Your product – what the features are, what the functional benefits are, what the emotional benefits are and the overall essence of what you're selling …

Your spokesperson standing up front and selling the product – his or her beliefs, ideas, personality, style …

The present state of your market – its level of maturity/sophistication, the competition, the trends …

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The current events related to your subject – what's happening in the news, what issues are affecting your prospect, product and market …

Once you've done all this – and you've got what you believe is a powerful Big Selling Idea in place – you're in the position to pinpoint the best possible overriding theme.

Get your creative juices flowing by asking yourself, "Given this information, what's going to resonate most strongly with my prospect? What's most likely to grab his attention and get him nodding his head? What would be the most powerful bribe for his time?" Keep asking these questions, keep digging through your research … refine your Big Selling Idea to perfection … and the right theme will inevitably begin to emerge.

By continuing to expose yourself to lots of different packages in a variety of industries (like you're doing by studying this course), you'll build up stronger and stronger instincts for exactly what will work each time you begin a new package.

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Action Steps

7

Theme

Theme is how you present your Big Selling Idea. Every element of copy is an extension of the theme … especially your Lead (the intro).

Theme is one of the first things top writers like Clayton think about when approaching an assignment. When you get it right, everything else seems to magically flow onto the page. Your copy remains strong, even if you make other mistakes.

1. When considering your Theme, closely examine:
   a. Your Prospect.
   b. Your Product.
   c. Your Spokesperson.
   d. The present state of your market.
   e. The current events related to your subject.
2. Choose your Theme(s) approach that best matches your Big Selling Idea, and then brainstorm how you might present it. Remember, you can choose one or more of the following approaches …
   a. Topical theme
   b. Dominant resident emotion theme

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c. Big benefit theme

d. Intrigue-driven theme

e. Proposition theme

f. Testimonial theme

g. Story-based theme

h. Conspiracy theme

3. Once you've matched your idea to a Theme approach, use the tips provided for that approach to help plan how you're going to structure your core message. It doesn't have to be perfect, just a detailed brainstorm that better fleshes out what you're going to say.

Do this and include it in the running document that you've been working on all along. Again, we'll continue to refine and organize it as we move through this process.

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Quick-Start Copywriting System

8

The Simple "A-B-C" Process That Makes Your Copy Invincible

In this Chapter …

- Why Gene Schwartz once said "One fully believed promise has ten times the sales power of ten partially-believed promises …"
- The invisible "A-B-C" process virtually every A-list copywriter uses to annihilate his prospect's objections. Makes buying your product seem like the most sensible thing he could ever do …
- How to create a perfectly organized, crystal clear advertisement – as easy as 1-2-3!
- And so much more!

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Copywriting legend Eugene Schwartz once said, *"One fully believed promise has ten times the sales power of ten partially-believed promises."*

That's exactly what this chapter is all about: The formula we're about to reveal shows you exactly how to create "one fully believed promise" after another … so that selling becomes an absolute breeze!

We both know that advertising isn't getting any easier. Prospects are growing more skeptical by the minute, and it's harder than ever to get them to *believe* what you say.

But the good news is that if you – like Clayton and other top copywriters – grasp this powerful skill, your copy will be filled with an almost magical power and clarity. You'll then be lifted above competing products and writers.

Perfect this secret, and your advertising will take on an "invisible" force that gets prospects believing and buying more than ever before. Essentially, this process is about creating the underlying architecture for your ad – so that you say everything at the right time and place.

What They Never Told You About "Reason Why" Copy

If you've read books by the masters – like Hopkins, Collier, Schwab, Ogilvy … or even the e-letters by modern masters like Bencivenga – you've heard the term "reason why" copy.

It's where you load up your sales message with ALL the reasons why the prospect should purchase. (When someone once asked David Ogilvy if he was a believer in "reason why" advertising, he replied, "Is there *any* other kind?")

So you've heard about it. You've read about it. *But do you really know how to DO it?*

The hidden foundation of the "reason why" process – what you'll be hard pressed to find ANYBODY talking about – is that your copy MUST have a clear, logical progression.

This means: 1) beginning with facts your prospect already knows, believes or can easily document using third party sources. 2) connecting new benefit promises and claims, step-by-step, to those facts you've already established in your prospect's mind.

This way, your "reasons why" – those little guys that support your claims and make them believable – are constantly built into your copy's progression.

For example, say you're selling investment properties in Florida. You

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could begin by documenting several facts:

1. Real estates prices in Florida have jumped by an average of 10% each year for the last 2 years.

2. My client's average gain over that period has been $100,000, approximately $50,000 each year.

3. Top analysts predict prices will shoot up another 10% in 2007.

CLAIM: Investing in the Florida properties I show you will make you at least $50,000 in 2007.

Do you see how the first three facts make up "reasons why" the final claim is true? And do you see how each fact is related to each other, and how each supports the central claim?

This element of your copy is essential because …

This Process Is the Real Secret to Persuasion Because It Builds BELIEF!

The reason your copy MUST have this logical foundation is because it's the deepest, most effective way to build belief.

Your prospect MUST believe before he buys. It's that simple.

So your job is to build a bridge between facts your prospect already believes (or can be easily proven) right now – and the ultimate facts he must believe if he is to accept your benefits as true.

ONLY after your prospect accepts this first fact, is he ready to be taken to the second one.

This process determines the content and overall structure of your ad. It also affects arrangement of all your claims, benefits, proof, sidebars … EVERYTHING you need to create as an ad writer.

Think of the Florida real estate example above. If you were writing a full promotion claiming that your prospects could make $50,000, you'd begin claiming and then proving each step in the sequence. After your headline and deck, you'd jump into explaining and proving how prices have jumped 10% each year for the last 2 years … then you'd document and prove how your clients have gained an average of $100,000 in that period … and then you prove why nearly every top analyst believes prices will shoot up 10% in 2007.

So when you sit down to work on a project, start by asking yourself, "What must my prospect believe in order to make this purchase?" Now jot it down.

Then proceed to ask, "What must my prospect believe first … second …

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third … and so on, in order to conclude that this is the opportunity of a lifetime?" Take each of these points and begin arranging them clearly and logically.

This is one of the single most powerful ways to enhance your clarity as a writer.

And Clarity is Always a Copywriter's Best Friend!

One of the most agonizing mistakes we see in beginning writers – often writers of ALL levels – is lack of clarity.

It's almost like the writer's trying to throw a bunch of random thoughts at the prospect until the prospect is willing to do anything – even buy the product – just to shut the writer up.

Just remember – when you address prospects, you are talking to people who are busy, distracted and overwhelmed with competing advertising messages. So, it goes without saying that, to get and keep his attention, your message must be high impact, personal, and benefit-rich.

But to keep your prospect with you from beginning to end … something else is needed: He must never feel as though you're wasting even a second of his time. And that means your sales copy must also unfold in the tight, rational process we've just outlined for you.

This process prevents the following deadly "deal-breakers" from ever finding their way into your copy. we're talking about landmines like …

… Allowing your prospect to get confused or disoriented at any point, wondering where you're going…

… Frustrating him with the feeling that you're moving too slowly or bouncing around without a purpose …

… Maybe even leading him to suspect that you're going nowhere …

… Or worst of all, revealing a fatal flaw in your logic – creating the impression that your argument is flimsy and doesn't hold water …

Each one of these weaknesses is a landmine that can instantly destroy all of the hard work you've done. Carefully thinking through this logical, step-by-step process is a sure-fire way to make sure that these copy-killers never get a chance to rob you of readership.

Creating Your Own Logical, Bullet-Proof Argument

Let's go into a deeper example taken from a promotion Clayton wrote in 2006. Everybody was especially frustrated about the skyrocketing gas prices

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in 2006 and oil has been an incredibly hot topic. If you were attempting to sell a special report about how to build wealth with oil stocks, for example, you might employ a chain of logic that goes something like this …

Point #1: Oil stocks are soaring in value – up 112% since 2004.

Point #2: Certain oil company shares are positively skyrocketing in value – one company alone has jumped 1,000% in the last 6 months! Others are up as much as 507% in the last three months!

Point #3: MY oil stocks – the ones I've begged, pleaded, nagged and cajoled my readers into buying – have positively exploded in value: If you had followed every recommendation I made since November 2004, your $10,000 investment would now be worth more than TWO MILLION DOLLARS. (You'd list winning stocks and growth for each one.)

Point #4: In the last six months alone, we've bagged profits of up to 800% on oil stocks (You'd romance the profitable recommendations the editor has made and how much richer his subscribers are as a result).

Point #5: It is NOT too late for you to profit from this great gas price explosion. (You'd insert bullets on the supply and demand fundamentals that can't help but drive gas prices higher in 2007 and beyond).

Point #6: PLUS – soaring demand means gas prices (and therefore oil/energy stock prices) will continue to explode higher (You'd describe the enormous new demand slamming the market from China, India, weaker U.S. dollar, terrorism, etc.).

Point #7: Dwindling supplies mean gas prices will continue to skyrocket (You'd dimensionalize how tight supplies are).

Point #8: Ordinarily, this kind of soaring demand alone would be enough to double oil/energy stock values. And tight supplies alone would normally be enough to drive prices sky-high. Now, with demand soaring and supplies tightening at the same time, it's a no-brainer: Gas prices and oil stocks are going to soar whether YOU are ready to profit or not!

Point #9: All you need is the RIGHT oil stocks – and I've discovered exactly which ones they are. I've done extensive research finding exactly the right picks – based on the same methodology that's given me such a powerful track record. These are stocks that Wall Street's hype machine knows nothing about, but they won't stay that way for long!

Point #10: To make sure you do NOT miss the boat this time, I want to send you my report with the hottest oil stocks to buy now – FREE with your no-risk trial subscription to my monthly newsletter.

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Wow. Now THAT'S a lean, mean, air-tight chain of logic. It begins with two facts the reader already knows and/or that can be easily documented using third party sources: Gas prices and oil stocks are soaring.

Then, it documents a new fact (the success of the editor's past recommendations) and shows why there's still plenty of time to get your share of the profits.

Can you see how each point builds logically upon the point made before? Do you get how the prospect feels as though each point brings him one step closer to the wealth he desires?

Finally, it leads the prospect to the inescapable conclusion that since the stock-picker's last recommendations would have made them millionaires, his NEXT ones could make him a not-so-small fortune!

Now, imagine how it would have been weakened if you had interrupted this clear, cold, irrefutable logic with a wild goose chase on the history of oil … or how it has revolutionized modern society for over 100 years or some other soybean filler.

Plus, as an added benefit …

This Secret Makes Your Writing Process So Much EASIER!

One of the primary causes of writer's block is not knowing exactly WHERE you're going with each section of the copy. On the other hand – when the direction of key points is logically organized like the example above – the writing process becomes very clear and obvious. And your copy practically writes itself!

Now sit down for a second and imagine you are beginning a project (or forget imagining it, and actually DO it right now!). You've extensively researched your product, prospect and market … you've uncovered the best benefits available … you've matched proof elements to those benefits … you've discovered a Big Selling Idea, and a theme approach that matches it … NOW WHAT?

Well, the process of writing an ad is very much like making a case for your product, via a personal conversation with your prospect.

So give everything you've uncovered so far – *what would you say?*

Think about it and then simply make your first point. Support it with reasons why. Move onto your next point. Support it with reasons why. And so on! There's really no room for writer's block because everything is laid out in a crystal-clear, linear fashion.

Clayton's dedication to this process is what's made him one of the fastest copywriters in the business today. Once

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he's created a logical outline – using this process – (just like you saw in the earlier example about oil stocks), he's able to immediately ZOOM through the copy, point-by-point until he's got a draft done.

It happens quickly, easily and with little or no hesitation.

And, if you follow Clayton's work over the years, you can see that it WORKS! It's so much easier to write and write FAST – once you're clear on the exact direction you're going with each and every section of copy.

In fact, you should always have something like this in place before beginning your draft.

Plus, it's given Clayton another incredible advantage very few writers ever even consider. It's something you MUST ask yourself before you present a single benefit.

You see – *before* they begin – master copywriters ask themselves …

How Prepared Is My Prospect to Believe **My Benefits?**

Because the masters KNOW they can strengthen the impact of their benefits by better preparing their prospect for those benefits.

Put differently, the effectiveness of your benefits depends on how well prepared your prospect is to receive them.

For example, let's say you're selling a product that can help people cut their risk of heart attacks in half and it's got *nothing* to do with reducing cholesterol. It's actually a vitamin D product. (This is the scenario we saw in the "Cholesterol's Evil Twin!" example from last chapter. We'll talk about it more in just a second.)

Now most people have heard of vitamin D and they believe that there's some benefit. But they're not prepared to believe that vitamin D – something that has no impact on cholesterol – can slash their risk of heart failure in half.

Getting back to the idea of preparation: It's counterintuitive – but just as Clayton did in his vitamin D promotion – you'll often have to delay revealing your best benefits until your prospect is fully ready to accept them. Ultimately, his belief in what you're offering depends on the amount of logical preparation you've done.

This Is Also Why **Putting a Big Benefit In Your Headline Can Often Be DISASTROUS**

One of the reasons big benefit headlines often bomb is this: Your prospect is simply NOT yet prepared for them!

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Think about it. In many cases, our direct mail or online prospect doesn't yet know us. He doesn't care about who we are. Yet here we come barging into his life with this big, complex and overwhelming promise.

There's been no establishing of a relationship; and no sequential building of any kind of logical or emotional agreement. You can see why so many ads fail with this approach.

But this also reveals why dominant resident emotion headlines work so powerfully. Rather than ask your prospect to believe some big, questionable promise upfront, these headlines say, "Hey – I FEEL what you FEEL. Let's talk." And if you've done your job and targeted the right emotion, you'll get him nodding his head and saying, "Yes!"

Plus, as human beings, we naturally tend to respect and favor those who sympathize with how we feel. This causes your headline – and the entire argument you connect to it – to strike a deeper chord in your prospect. We love, seek out and remember the things that impact us most emotionally – just think of how often this works on the big screen.

And once you've gotten this first emotional acceptance, you use it to logically build a bridge to your benefits, leading him through each promise and proof, step-by-step.

This is exactly what Clayton does in his Dominant Emotion packages. He leads with a strong, attention-grabbing emotional headline, explains and expands on it in his deck copy, and then quickly builds a bridge to his main benefits. You'll see some fantastic examples of this in just a moment.

In fact, this is similar to the approach used by master salespeople in all areas of business. You see …

Master Salespeople Know How to Get Him Saying, "Yes, Yes …YES!"

The hallmark of a great sales person is the ability to earn one "Yes" after another until the prospect is ready to say "Yes" to a final purchase decision.

As a copywriter or marketer you can create the exact same thing by using this logical process. Done right, you initiate a series of "Yes" responses in your prospect, getting him to nod his head in agreement … slowly building momentum in the direction of accepting your bigger, more powerful benefit promises.

Doesn't that make sense? If you start with a fact that's already known or easy to prove, your prospect's initial response is "yes." Then if you move logically from

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that agreement to the next point or fact, the response will most likely be "yes" again. And so on and so on.

By exploiting this pattern, you're getting your prospect in the unconscious habit of saying "Yes" and almost automatically agreeing with what you say. This is a BIG added benefit! Because even when your claims are not irrefutably connected, by using this process they'll *feel* like they are.

Remember that advertising is a game of impressions. If you can give your prospect the *impression* that your claims are backed by an iron-clad chain of reasoning, it's as good as if they actually are!

You'll become like the cagey veteran athlete who knows how to win whether he's "on" that day or not. Because there'll be times when your copy isn't all that it could be, for a wide variety of reasons. But having this structure in place will make even your weakest pieces of copy feel much more credible and proven, and they'll pull more as a result.

Of course, we're not saying to be dishonest or manipulative. All we're saying is that in instances where you're making the same claims as competitors – where you have no distinct advantage – using this structure will often give you one. Your copy will make more sense, and it'll feel more believable.

Trigger Words for Extra Ammo in this Process

There are a variety of expressions that boost the persuasive power of logically constructed arguments. These logical "trigger" words should be laced into every single presentation of benefit/claim you make, indicating that each new benefit you present follows from something already established and agreed upon.

These are phrases like:

"Do you ...?" followed by *"Then "*
"If …" followed by *"Then …"*
"The reason for this …"
"The reason why …"
"Because …"
"Thus …"
"Therefore …"
"Consequently …"
"Here's why …"
"As a result ..."
"In fact …"
"Due to the fact that ..."

Pepper these powerful words throughout your copy, especially in the areas where you're transitioning from one benefit to the next.

For example, let's say you claim that *"This new time management program will shave hours off of your daily tasks."*

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There are a couple of ways you could follow that claim using the words and phrases above. You could say, "And *consequently*, you'll have more time to do the things you love." Or you could say, "*The reason why* this program saves you hours is *because* it systematically weeds out the nine most common time wasters from your day."

Putting these Powerful Persuasion Tools Together

In general, each benefit claim you make needs to be *immediately* followed with proof and documentation or the chain will be broken. The proof must be submitted at exactly the right moment in the logical sequence.

Here are some additional ways to boost the effectiveness of this process that are explained very excellently in Eugene Schwartz's, *Breakthrough Advertising*. (We'll be diving deeper into your copy's momentum in chapter 15.)

… **Parallel paragraphs** – An example of this would be if you began several critical paragraphs with the line, "It's a fact that …" Or you could create a series of "If … Then" paragraphs that start with an established point and then take advantage of the structure to make the new point more believable. Doing this creates a bridge in your prospect's mind that connects his agreement with a previous claim to your newest one.

… **Words of causality** – connecting sentences and paragraphs with the logical "trigger" words (the ones listed earlier) to give the copy the feel that each point comes logically from the previous one.

… **Tie-in phrases** – starting sentences with phrases that tie it into the previous one, like "and" … "but" … "there's more" and so on.

You can also repeat the same form and wording of your proof. This creates the feeling that you've got more and more evidence proving what you say, beyond a shadow of a doubt. (Clayton did this in a recent health package. He continually repeated the statement, "What these researchers found … What these researchers found … What these researchers found …")

Copy constructed logically and using these tools develops a feeling of INEVITABILITY – like there's no chance that your product or service won't deliver. Your prospect will feel like he'd have to be completely insane not to accept your offer.

Deeper Analysis That'll Remove ANY Guesswork

From this point on, we're going into a series of in-depth examples that reveal

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how Clayton's used this process in winning promotions. A word of warning – this process is not as sexy as headline or bullet writing. Nobody's going to be shouting your name across the Internet because of the killer *logic* found in your copy!

But that's all the more reason to power through these examples. This skill is something very few writers have mastered, and it's something that can *instantly* put you ahead of those who don't understand or use it.

Once you get this secret under your belt, every other tactic you learn or know as a copywriter becomes that much more powerful. That's because when you harness the strong momentum and clarity this process gives you, your package's other elements shine in their full glory. On the other hand, when you lack clarity and strong progression from section to section of your copy, almost nothing – including the world's greatest headline – will save you.

So again we highly recommend you work through each example and see the power of the reasoning process. Clayton's own results in using this secret (and those of the writers he's mentored) speak for themselves.

Also, PLEASE NOTE: Many of these logical points were extracted from the FULL promotions – and you're seeing only a small fraction of the promotion in this Chapter. Don't let this confuse you. It's the only way we could do it, given our format.

Just follow the points and notice how logically they flow together. This will give you the ability to study examples on your own, figure out the exact argument … and eventually create powerful arguments like this on your own!

Okay, on to the analysis! The first example you see on **Figure 8-1** is one with Nancy Zambell as the editor. In it, Clayton takes the topical trend of the "old" Internet dying and the emergence of the new Supernet. (It was a successful knockoff of the other Supernet promotion, covered in our last Chapter.)

From that initial premise, he then builds an A-B-C argument that leads his prospect all the way to the doorstep of making a fortune in the new Internet boom. IF he acts fast!

Here're the steps in the argument:

1. **Getting in early on the old Internet boom would have made you a fortune**. DOCUMENTATION: Yahoo jumped 2512% … AOL jumped 1538% … Microsoft jumped 1538% … EMC jumped 1302% … the list is endless! Turning $20,000 into $200,000 or more was very possible.

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Figure 8-1

THE OLD INTERNET IS DEAD!

12.4 billion unsolicited spam emails PER DAY could SHUT DOWN

I'm convinced that the new ultrafast WIRELESS SUPERNET is going to make SOMEBODY AT LEAST four times richer —

WHY NOT YOU?

No guarantees — but the six stocks revealed INSIDE could easily turn a $20,000 grubstake into $80,000 ... $125,000... $175,000... $200,000 or even more!

Heck — one of them ALREADY HAS!

By **Nancy Zambell** from **UnDiscovered Stocks,** the investment analyst that's posted gains of up to **147%** in **2003**

Dear Fellow Investor:

Think it's impossible to make $200,000 or more on a $20,000 investment?

Try telling that to investors who put $20,000 down on the great successes of the Internet heyday!

- **YAHOO! jumped 2,512%:** Every $20,000 invested grew to $522,491...
- **America Online jumped 1,538%:** Every $20,000 grew to $327,587...
- **Microsoft jumped 1,421%:** Every $20,000 grew to $308,124...
- **EMC jumped 1,302%:** Every $20,000 invested grew to $280,340, and...
- **JDS Uniphase soared 2,683%:** Every $20,000 grew to $556,533...

In a single year, **Broadcom** could have more than quadrupled your money — turning a $20,000 investment into $84,333. That same $20,000 investment in **Oracle** could have made you $163,636 richer ... **Conexant** could have netted $264,000 ...

A $20,000 investment in **LYCOS** could have handed you $372,000.

Over please ...

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2. **But now the "old" Internet is quickly dying.** DOCUMENTATION: The 12.4 billion spam messages each day have overloaded it, millions of new visitors from around the world are jumping on, and credible sources are reporting that access has continually become slower and more problematic. Already many e-mail accounts are shutting down, downloads are failing and delays are becoming commonplace.

3. **This is because the "old" Internet is based on an antiquated system of frayed copper telephone lines.** DOCUMENTATION: Even DSL and cable have limited "technology," with a total capacity that slows down each time a new visitor jumps online.

4. **To keep the web alive, a new system WILL be needed.** DOCUMENTATION: In fact, it's already taking place. It's based on fiber optic cables, connected to Wi-Fi transmitters. Engineers claim that soon this technology will enable us to be online at speeds 3 BILLION times faster than today's fastest modems.

5. **With this new trend guaranteed, we'll experience a new Internet boom that will make at least 6 companies and their investors very rich.** DOCUMENTATION: Just look at the original Internet boom. Together these six companies hold a virtual monopoly on the technology that MUST be put into place for the Wireless Supernet to take effect.

6. **Gains of up to 500% are very possible.** DOCUMENTATION: I've scrupulously researched each of these stocks and they're available now for as low as $12 a share. Since lesser stocks have shot up to over $100 or even $200 in times like these, I'm convinced that stocks like this one will easily jump up to at least $60 a share, a 500% gain.

7. **It's NOT too late to get in on these six companies.** DOCUMENTATION: All are still trading at a price well below what they will be as the Wireless Supernet takes off and millions of miles in fiber optic cables and wireless systems have to be put into place.

8. **For more reasons to believe me, just look at my track record.** DOCUMENTATION: I helped my readers profit up to 147.65% – with an overall average of 16.2% in the worst bear market since the Great Depression. I've also recently helped my readers to gains of up to 521% on stocks just like the six

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companies I reveal in my new *Giants of the Supernet Portfolio*.

9. **To get all the information you need to invest profitably in these six companies, you just need to send for your FREE copy of the** *Giants of the Supernet Portfolio*. It's yours FREE for trying out my *Undiscovered Stocks* service.

Do you see how much sense this argument makes? If you're interested in investing and get all the way through the copy arguments, chances are HIGH you'll be sending in for the FREE report and becoming a subscriber.

This is the *real* architecture of persuasion! Few gurus ever impress the importance of this process upon their students, which is a total shame.

Just imagine two writers going up against each other: One with a focused, undeniable argument guiding their prospect from headline to close … and the other with a bunch of random sales points, hopefully strong enough to get the job done. It's obvious who the winner's going to be.

A Step-By-Step Template for Success in the Financial Market

Once you understand the way this logical process works, you can pretty much apply it to any market and ramp up the power of your response. Here's a logical template we pulled out of winning financial promotions, after repeatedly seeing it work.

It's a very similar pattern to the promotion we just analyzed and if you write for the investment market, then strongly consider using it for your own packages. It can be *easily* adapted to any investment product or service you're promoting. All you do is:

1. Identify the trend that will change your industry …
2. You document how profitable a similar trend was for investors …
3. You give all the reasons why/proof of how this new trend is INEVITABLE …
4. You explain and prove why the companies you've discovered are all but guaranteed to explode in value as the trend fully emerges …
5. You document the editor's track record in making money during similar trends or periods, with stocks just like these …
6. Then you close by offering the prospect ALL of this profitable info on these stocks – plus a whole slew of additional bonuses – simply by

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accepting a risk-free trial of your main product or service!

Demonstrate each of these steps in thrilling, credibility-filled copy and you can't help but write bigger winners in the investment market.

Creating Irresistible Momentum with Each Successive Step

On **Figure 8-2 and 8-3**, you'll find an example from a promotion with the headline, **"QUADRUPLE YOUR MONEY In The Coming … DEFENSE SPENDING GOLD RUSH!"** It was part of a test panel Weiss Research did shortly after the 9/11 crisis – an alternate version to the Sharon Parker *Undiscovered Stocks* promotion we analyzed last Chapter. It went out at a time when almost everyone in the government was pushing for war. Increased military spending was an ironclad certainty.

Plus, it wasn't just the Middle East – our enemies from all over the world now seemed to have growing access to weapons. And each is threatening to unleash a variety of assaults on US homeland security.

Here's the argument that Clayton used:

1. **Our President believes that the solution to protecting US homeland security is to drastically increase military spending.** DOCUMENTATION: That's why, on January 10th 2002, President Bush signed the biggest defense spending bill in 13 years, guaranteeing US defense firms nearly $1.2 TRILLION dollars over the next 36 months.
2. **This spending spree is absolutely IRREVERSIBLE.** DOCUMENTATION: President Bush increased spending even before the war on terrorism WITHOUT the backing of Congress. Now that Congress is 100% behind him, this new bill he just signed is only the tip of the iceberg!
3. **But buying the mainstream "defense" stocks will NOT get you rich!** DOCUMENTATION: The "big boys" like General Dynamic, Lockheed and Northrup Grumman are all gigantic defense players. But the problem is that even billion-dollar windfalls have limited effect on their profits. Plus, everybody knows about them and began buying the second the defense spending news hit the headlines. They've seen all the growth they're gonna get from this trend.
4. **On the other hand, I've handpicked 7 "undiscovered" defense firms, which are all dirt cheap right now but set to soar as our government's record-breaking spending kicks in.** DOCUMEN-

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Figure 8-2

QUADRUPLE YOUR MONEY In The Coming...

DEFENSE SPENDING GOLD RUSH!

★ ★ ★ ★ ★ ★

Proprietary Investment Intelligence From Sharon A. Parker

whose stocks piled up to 86.1% profits DURING the Tech Wreck of 2000-2001

In this report:

- **Urgent Terrorism Bulletin:** How President Bush's new anti-terrorist campaigns will add billions in military spending and make a few hand-picked companies — and their investors — even richer.....*Page 4*
- **High-tech marvels of the 21st Century:** Astonishing new weapons that are revolutionizing warfare as we know it.....*Page 6*
- **7 Defense Diamonds you can't afford NOT to own:** And why they'll quadruple your money within 36 months or even LESS.....*Page 5*

President Bush and the US Congress have now pledged to spend more on defense than the rest of the world does — put together:

... Nearly $1 TRILLION over the next three years alone!

Thanks to this once-in-a-lifetime windfall, profits will jump an estimated 16% per year at General Dynamics ... 25% a year at Northrop... and 74% annually at Lockheed!

... But that's nothing: **The smaller, undiscovered defense companies INSIDE will DOUBLE — and then DOUBLE AGAIN – and make early-bird investors — RICH!**

By Sharon A. Parker
Editor, UnDiscovered Stocks

The ONE THING you can be sure of in today's uncertain investing environment is that a handful of key defense companies — many of which are still being completely overlooked by investors — will reap an absolute once-in-a-generation windfall as long as President Bush is America's Commander-in-Chief.

The US military was absolutely GUTTED by nearly a decade of Clinton's ever-shrinking military budgets, combined with ever-expanding military adventures in Bosnia, Kosovo, Somalia, West Africa, and elsewhere.

Under the Clinton Administration, the US military suffered substantial declines in its strength, including a 17% reduction in attack aircraft... a 15% decline in naval battleship forces... and a 24% drop in the number of operational heavy bombers.

Now with the world suddenly more dangerous — and with the US military in sad shape — President Bush has no choice but

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Figure 8-3

to spend hundreds of billions to to shore up our defenses.

That's why the budget recently passed by Congress and signed by the President includes a massive increase in defense spending — an amount equal to nearly $1.2 TRILLION for the next three years!

So what's the best way to multiply your money as this windfall begins flowing into defense companies?

Sure — you could buy the stock of defense giants like General Dynamics ... Northrop Grumman, and Lockheed. But these are gigantic companies. Even billion-dollar windfalls have a limited effect on their profits. And besides, everybody knows about those stocks. They began soaring the minute news of this new defense spending gold rush hit the headlines.

Instead, I've found a small handful of undiscovered — and yet utterly indispensable — defense companies that will double, triple, even QUADRUPLE as the Pentagon goes on its shopping spree.

I'm talking about a precious few smaller firms that provide critical components and technologies the defense giants NEED to build their smart bombs, navigation systems and communications networks. Companies that will explode in size as these contracts are awarded!

And that's precisely why, if you're looking for a locked-in trend with the power to double, triple, or even quadruple your money in 2002-2003, you couldn't do better than with the stocks I'm about to introduce you to.

We're buying these companies now — while they're still cheap — and BEFORE big Wall Street institutions discover who they are.

And I want you to join us as we ...

Grow Richer Defending America!

My name is Sharon A. Parker, editor of the UnDiscovered Stocks service.

My job is to find great companies that have been overlooked or ignored by 99.9% of all investors — companies on the verge of major breakthroughs. That way, you can buy them while they're still cheap, just BEFORE Wall Street discovers them and drives their prices through the roof!

Logical — right? Absolutely. And here's proof:

My simple, but sure-footed approach handed us profits of up to 86.1% even DURING the great tech wreck of 2000-2001...

- Burr Brown, up 64.1%
- Andrx up, 50.4%
- TriQuint Semiconductor, up 66.6%
- Powerwave up, 70.4%
- Advanced Digital Information, up 79.3%
- Symantec, up 67.6%,
- MiniMed up 35.7%

Now, we're getting ready to do even better — with a tiny handful of little-known defense contractors that are about to come into a massive hundred-billion-dollar windfall in the coming Defense Spending Bonanza.

Right up front, there are three things you need to know about this opportunity:

1. This trend is absolutely irreversible. In fact, even before the war on terrorism, the President had already launched the largest waste-cutting campaign ever at the Pentagon in order to spend even MORE on these new weapons systems than Congress wanted to give him. Now Congress is behind him all the way!

2. This has the highest probability of success of any investment I've seen in a decade. There's no such thing as a 100% guarantee in any stock — but these stocks are just about as close as you can get, in my opinion. And in confusing times like these, that's saying a LOT!

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TATION: My research and analysis shows that they're each hugely undervalued and have contracts being finalized that could easily double, triple or quadruple each company's value as the Pentagon goes on its shopping spree. And the best part is – nobody knows about them yet!

5. **It's a fact that I have a proven track record of finding market-specific stocks that the rest of Wall Street doesn't know about – stocks just like these you're about to discover.** DOCUMENTATION: We did it successfully with wireless and biotech two years ago and then last year on health care. We piled up profits of 79.3% … 67.6% … 64.1% and more on stocks during these periods.

6. **I also guided subscribers to profits of up to 86.1% in the tech wreck** – a time when 95% of investors lost nearly everything they had. DOCUMENTATION: Here are examples of 13 picks that profited dramatically during that painful crash.

7. **From the Mercury Computers that control airport security … to a leading missile manufacturer … to a company who makes military-specific microchips … each of these 7 companies is perfectly positioned to explode in size as the spending takes place.** (Documentation on this claim is too long for this section. This is the entire middle of the promotion – where each stock is romanced, and a sub-argument is made for why each one will be incredibly profitable.)

8. **To get in on these 7 incredible opportunities, you simply need to send for your FREE copy of my** *Undiscovered Defense Diamonds Portfolio***.** You get it FREE simply, by accepting a risk-free trial to my Undiscovered Stocks service.

As you can see, this is such a clear and factual sounding argument! It starts with the easily verified and true claims about conflicts that threaten the US. These are facts anybody watching or reading the news would agree on.

Then it moves to the factual inevitability of increased military spending.

By the time it gets to the idea that the editor has undiscovered stocks that could be very profitable, the prospect has a TREMENDOUS amount of momentum to agree.

From that point on, Clayton simply bolsters Sharon's credibility by presenting her excellent track record … then explains and proves the potential of these individual stocks … adds testimonials, bonuses and

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Figure 8-4

Bottom Line
HEALTH ALERT

URGENT MEDICAL BULLETIN — Fall 2005 • $5.95

NEW FOR 2005: 45 leading doctors and scientists from Harvard, Duke, Tufts, Baylor—and 50 other top medical research institutions—reveal the amazing discovery that's literally turning medical science *ON ITS HEAD!*

A Healthier *BRAIN* Is The Best Doctor Your *BODY* Will Ever Have!

HARVARD ... UCLA ... DUKE ... TUFTS ... BAYLOR ... and many other top medical institutions reveal amazing brain-builders that can help you:

- Boost your IQ, sharpen your memory and erase depression!
- Sharpen your VISION and intensify your HEARING!
- Rediscover the joy of deep, REVITALIZING SLEEP!
- Build a bulletproof IMMUNE SYSTEM!
- Make sex GREAT again!
- Prevent, even REVERSE heart disease, stroke, cancer, arthritis, chronic fatigue — even PARKINSON'S and ALZHEIMER'S!
- And much, MUCH MORE!

Introducing one of the single greatest health breakthroughs of our generation

▲ An urgent Medical Bulletin from Dr. Ray Sahelian—widely respected as America's leading authority on enhancing mental function, mood and memory.

In your heart, you know there *must* be a better way: An *effective* way to prevent and reverse the effects of aging ... to cure what ails you now ... and to block a future health crisis.

But prescription drugs and surgery not only fail you, they also expose you to horrific side effects. And even some of the natural remedies you've tried haven't worked.

I'm here to give you that better way: An astonishing, medically proven breakthrough in health and healing that's standing the medical profession on its head—where, as it turns out, it *should* have been *all* along ...

I hope you're ready—because you're about to personally experience a veritable explosion of vibrant, good health and super-potent healing!

My name is Ray Sahelian, M.D., and this urgent Medical Bulletin is being sent to alert you to a truly *groundbreaking* discovery in prevention and healing—a breakthrough that may well be one of the single greatest medical advances of our generation.

When your brain is well nourished, not only does it help you think, learn

(Continued on next page ...)

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Figure 8-5

"Within a few hours of taking [the supplement named on page 41], I notice my vision to be improved. Colors are more vivid and everything is in better focus."

— Kevin, a 28-year-old actor from Los Angeles

and remember better … not only does it erase depression and unleash your natural creativity … it also has all the building blocks it needs to cure your body and to keep you in the prime of health!

After more than 20 years as a scientist, medical doctor and natural supplement specialist, it has become clear—when you put this secret to work for you, the health miracles begin almost immediately!

First …

- Depression flees and your life becomes infused with youthful **joy** and vibrant **mental energy**.
- You find you're able to **focus** more intensely, **think** smarter, **react** more quickly, and **work** more productively.
- The steel-trap **memory** of your youth is reawakened, allowing you to learn and remember as well as you did decades ago!
- Your **creative abilities** return with a vengeance.
- To your utter amazement, you find that you're actually **seeing** more vividly and **hearing** more clearly.
- And, perhaps most important, you are cutting your risk of devastating brain diseases like **Alzheimer's** by up to 70%!

You begin enjoying these benefits very quickly—in most cases, after a few hours or days. But it doesn't stop there. Day by day, for 4 *full weeks* after putting this remarkable breakthrough to work for you, you'll feel your mind, your memory and your mood improving—until you realize that you're feeling and performing as well or maybe better than you did decades ago!

And even that's just the beginning. You'll also begin realizing that health problems that have plagued you for years are vanishing before your very eyes:

- **Arthritis pain** and stiffness, replaced by comfort and easy movement …
- **Chronic fatigue** gives way to reservoirs of new energy …
- **Insomnia** fades away and deep, restful sleep returns …
- **Sexual problems** evaporate and youthful passion, performance, pleasure and satisfaction are restored …
- **Chronic cold, flu** and other infections no longer trouble you …
- **High blood pressure** and **high cholesterol** plummet, leaving you less vulnerable to a heart attack or stroke.

What's more, you'll discover that the vitamins and other supplements you're taking work better. Perhaps for the first

"Within an hour of taking [the supplement named on page 53], I noticed feeling more alert and motivated. Colors seemed brighter and sharper, and occasionally, I have experienced a stronger libido."

—Dr. Ray Sahelian
Author, *Bottom Line's MIND-BOOSTING SECRETS*

Announcing: *Bottom Line's MIND-BOOSTING SECRETS!* Our all-star list of contributors…

• **Ray Sahelian, M.D.*** received his degrees from Drexel University and Thomas Jefferson Medical School, both in Philadelphia, and is certified by the American Board of Family Practice. He has appeared on many television programs, including *Today* and the *NBC Nightly News with Tom Brokaw*, and has been quoted in *Newsweek*, *Modern Maturity*, *USA Today* and the *Los Angeles Times*. His books have been translated into Japanese, Korean, Italian, German, Russian and Chinese.

He is on the board of *Today's Health and Wellness*, and writes regular columns for *New Living*, *FDGitimes* and *Whole Life Times*. He also consults and formulates products for vitamin companies.

Other Contributors:

• *Lise Alschuler, N.D.*, Bastyr University

• *David Benton, Ph.D.*, University of Wales

• *Robert Clarke, Ph.D.*, Radcliffe Infirmary, Oxford, England

• *Craig Cooney, Ph.D.*, University of Arkansas for Medical Sciences

• *Tom Hamazaki, M.D., Ph.D.*, Toyama

*www.raysahelian.com/books.html

2 The information in this magazine is not intended as a substitute for personal medical advice. Before making any decision regarding your health, please consult a physician or other qualified health-care practitioner.

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the guarantee – and finally moves on to closing the sale.

Mastering this Process **Helps You See Deeper Benefits** that Others Don't

Figure 8-4 and Figure 8-5 illustrate how Clayton used this process in a promotion for a Boardroom book called, *Mind Boosting Secrets.* It's about the recent nutritional discoveries that powerfully impact brain health and features a very credible authority on the subject – Dr. Ray Sahelian.

It's also noteworthy because it's a package where Clayton went up against Arthur Johnson – and their copy couldn't be any more different. Arthur chose to focus on a series of wilder, exciting and a bit over-the-top brain benefits. But Clayton decided to create a much more logically grounded argument that tied in brain performance with healing the many ailments his prospects likely had and wanted solutions for.

What's most important for you to see here is how this process – once you're able to apply it – can open up new and powerful selling angles in your promotions. Clayton carefully looked at the research and the book by Dr. Sahelian and felt that a more logical, step-by-step approach was worth a shot. Especially with how skeptical health prospects have become regarding fantastic "miracle" claims.

Here's the sequence he used:

1. **It's been known by scientists and doctors for many decades: Your brain is the overall master of your body; it controls and manages every single thing that happens inside of you.**
2. **But doctors have had it all wrong and they've been ignoring the most powerful** ***healer*** **your body has ever had … your BRAIN!** DOCUMENTATION: Every time you set foot into a doctor's office, he offers drugs to treat symptoms. His approach is to medicate specific, "malfunctioning" organs. He never even thinks to consider that your brain may be the root cause of the problem.
3. **In fact, EVERYTHING that goes on in your body is dependent on the performance of your brain.** DOCUMENTATION: Decades of research from the most respected institutions on the planet prove that your brain regulates digestion, sexual health, immune function, joint repair and much more.
4. **The HEALTHIER your brain, the HEALTHIER your body.** DOCUMENTATION: It's just common sense, if science has proven that your brain performance directly impacts every part of

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your body, you can get your body healthier by healing your brain.

5. **Consequently, improving brain health and performance can literally wipe away chronic conditions like arthritis, chronic fatigue, indigestion, sexual dysfunction and much more.** DOCUMENTATION: Clinical research, case studies and success stories all prove that people who boost the power of their brain experience fewer ailments than those who do nothing.

6. **Your brain has the capacity to not only replace dying cells – it can also grow new ones if you give it the right building blocks.** DOCUMENTATION: These same leading scientists have discovered that the "right building blocks" are certain brain specific nutrients – which MUST come from what you eat, drink and take in the form of supplements.

7. **And now Dr. Ray Sahelian, America's leading authority on brain health, will give you all the information you ever need to quickly, safely and *specifically* support your brain with proper nutrition.** DOCUMENTATION: He has compiled the most powerful brain health discoveries from over thirty of the world's top research institutions. He's put them together in a powerful, easy-to-use book called *Mind Boosting Secrets*.

8. **This book contains all the PROVEN information you'll ever need to grow a bigger, healthier, superior functioning brain.** DOCUMENTATION: It tells you exactly what foods, drinks and supplements to take and when. It's all arranged very easily and conveniently and these secrets have already worked for thousands of others.

9. **If you follow the simple but powerful guidelines in this book, you'll grow a more powerful brain and eliminate many if not all of your current ailments. And you'll experience health like never before!** DOCUMENTATION: Again, this is all backed by the research from thirty institutions, by the country's leading doctor on brain health, and by a long list of successful case studies.

10. **I want to send you this book FREE for 30 days, so you can put these secrets to work and experience the enhanced brain power, improved overall health and freedom from chronic conditions** – secrets that are turning

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the medical establishment upside down. You've got nothing to risk and everything to gain.

Notice how Clayton started with something he absolutely KNEW his prospect would agree with: That his brain controls and regulates *everything* that goes on in his body. Anybody that's gone through grade school has been told this a hundred times – it's something just about everybody believes.

Do you see how each time you work through one of these examples you understand the sales and persuasion process so much more clearly. You see how to begin with facts the reader believes or can easily prove – just like Clayton did with the idea that "the brain is the master of the body."

You see how to connect that agreement to the next step in the argument; then how to weave the credibility and proof elements into the process – just like Clayton did with the distinguished medical journals and research institutions – so that the chain becomes seamless and impossible to question.

You can also see how Clayton's sequence lead the prospect to this conclusion: That his BEST opportunity to build a better brain, improve his health and quickly eliminate many of his health worries forever, is simply to send for his risk-free trial of the product.

When Your Argument Is Complex, this Process Will Be a Lifesaver!

On **Figure 8-6**, you'll see the Weiss promotion with the headline, "FIVE Election Year SHOCKS that Could Make You up to SIX TIMES RICHER in 2004-2005!" It's a more complex promotion about a series of economic movements that will create a variety of windfall profit opportunities and disasters.

As you'll soon see, this is a *very* challenging example. But hey – we know you're up for it. Once you get through and understand a sequence like this, applying the process to normal copywriting situations will be a breeze!

It was this complex because Clayton had to show exactly how each economic trend would be caused by the previous one. And then, more importantly, how each trend would create a powerful set of specific profit opportunities. Once he had established and documented each trend and opportunity, he tied them all in at the close.

Here's the chain of logic:

1. **Over the past three years, federal spending has surged at the fastest pace in history.** DOCUMENTATION: Each year it has risen, and the White House estimates the deficit will be a record-smashing $521 billion this year.

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Figure 8-6

MARTIN D. WEISS, Ph.D. — the a... ...ecast the great TECH WRECK of 2000 ... the BLUE CHIP BUST of 2001-2002 ... the GOLD STOCK EXPLOSION OF 2002-2003 ... plus the ENERGY BOOM OF 2003-2004 ... and whose best investment recommendations have SURGED 562% in these tricky times, unveils his ALL NEW forecasts for 2004-2005:

FIVE Election Year SHOCKS

That Could Make YOU up to SIX TIMES RICHER in 2004-2005!

By Martin D. Weiss, Ph.D.
President, Weiss Group, Inc.

PLUS:
Crucial steps you MUST take NOW to insulate your savings, your investments and your RETIREMENT from disaster while you seize these FIVE WINDFALL OPPORTUNITIES in 2004-2005!

- **Up to 456% GAINS in the coming INTEREST RATE EXPLOSION ...**
- **Up to 413% GAINS in the coming INFLATIONARY FIRESTORM ...**
- **Up to 629% GAINS in the coming STOCK MARKET STALEMATE ...**
- **Up to 562% GAINS in the coming GOLD STOCK BONANZA ...**
- **Up to 494% GAINS in the coming OIL AND ENERGY WINDFALL ...**

Dear Investor,

If you're shocked at how much Washington's super-spenders went overboard last year, you'd better hang on to your wallet!

Right now, super-spenders in BOTH parties are just getting warmed UP! And the resulting federal deficit is going to be nothing short of DEVASTATING for your stocks ... your bonds ... your savings ... and your retirement.

I'd say the Democrats and Republicans in Washington are spending money like a bunch of drunken sailors ...

but that would be an insult to drunken sailors!

Here are the facts: In the past three years, discretionary federal spending has surged at the fastest pace in history. Result: In the budget it has just submitted to Congress, the White House

(Continued ...)

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2. **Government spending will increase even more than normal this year.** DOCUMENTATION: This is because it's an election year and it'll be almost impossible to keep politicians from both parties to send even more money to their districts. This has historically lifted spending substantially. Plus, the President himself just made eight specific calls for spending increases and zero calls for spending cuts.
3. **The REAL deficit – judged by the amount of money the government had to use to pay its bills – is over $1 TRILLION!** DOCUMENTATION: Washington's accounting estimate ($521 billion) is WAY off and the US comptroller refused to certify the government's bookkeeping for the sixth straight year! (This is from table F4 of the Federal Reserve's Flow of Funds.)
4. **This means that interest rates will EXPLODE!** DOCUMENTATION: This is according to the law of supply and demand – the demand for loans is far exceeding the amount of money available.
5. **This also means that bond prices will crash!** DOCUMENTATION: Because historically and economically bonds crash whenever interest rates skyrocket like this.
6. **You can make 20-30% on conservative investments as this unfolds and as much as 456% on more aggressive picks.** DOCUMENTATION: This is because there are certain types of mutual funds (which I've got all the information about) that always rise powerfully when bonds crash, and 20-30% has been common for my subscribers. Also when bonds crash there are other more explosive investments that can shoot up as much as 456%. Therefore a $250 investment could soar to $1,390 in just a month.
7. **Rising spending and crashing bonds will only push the dollar down.** DOCUMENTATION: The dollar is ALREADY in one of its greatest all time declines – and this trend is only going to push the dollar down further. Plus, the dollar will plummet further for four other reasons as well:

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a. There's already an overflow from cutting tax rates and wild federal spending, and the more dollars we have in circulation, the lower the value of the dollar.

b. Foreign investors are dumping their unwanted dollars and converting their money into other forms of currency.

c. The nations of G7 have declared that they WANT the dollar to decline, and the last time this happened – the dollar plunged 20.2%.

d. President Bush needs a cheaper dollar to protect US jobs and make our products more competitive overseas.

8. **This dollar decline will ignite inflation**. DOCUMENTATION: It's already happening in many industries with double-digit increases – and the PPI (Producer Price Index) proves this to be true.

9. **With the decline of the dollar and rising inflation, there are certain "contra-dollar" mutual funds that shoot up as much as 629% in precisely this type of situation.** DOCUMENTATION: I've discovered two that perfectly fit the bill, both from very well-respected companies. Or if you're willing to risk a bit more on some "dollar-disaster options", you make 413% if the dollar falls 20% and 629% if the dollar falls 30%.

10. **Rising interest rates and inflation will crush the housing/real estate sectors, the airlines, US manufacturers, carmakers and more** – many places where investors have a good sum of their money. But they will cause other industries to explode – including industrial metals, minerals and food. DOCUMENTATION: Specific examples of each are given and more can be found in your FREE reports.

11. **The decline of the dollar and rising inflation will also trigger a Gold Bull Market unlike anything we've ever seen.** DOCUMENTATION: It's an inevitable consequence of the massive financial uncertainty going on now and getting much worse in the near future. Gold always shoots up as currency value loses its stability.

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12. **Now I have three gold companies all but guaranteed to soar as the dollar plummets. And since almost nobody knows about them, each can be purchased dirt cheap.** DOCUMENTATION: I have a track record picking winning gold stocks – buying low and selling high – with recent gains of 144% … 413% and 562%.

13. **The declining dollar will also trigger a huge increase in oil prices.** DOCUMENTATION: This is because the Middle East wants to avoid losing money on this lower-valued dollar. They'll raise prices to match the declining dollar value.

14. **As a result, I've found three oil/energy stocks with little or no debt, increasing revenues and these little-known companies are ALREADY starting to see nice gains.** DOCUMENTATION: Because the dollar decline is just beginning, much of Wall Street hasn't heard of these stocks and they're all still low priced. That's what makes the profit potential so large.

15. **Every trend I've told you about – the increasing spending, rising interest rates, the crashing bond market, the rising inflation, the declining dollar, the destruction of certain investment sectors, the gold bull market, the energy boom – IS ALREADY happening.** DOCUMENTATION: These are NOT mere forecasts. The fluctuations we've seen in the market coupled with information we saw from the comptroller have locked these in and they're set to unfold considerably over the next year.

16. **With these movements in the economy already happening now and all but guaranteed to continue into the future, you can make a BUNDLE of money!** DOCUMENTATION: I've had my award-winning research team craft five urgent reports that detail EXACTLY how to pile up the kind of profits that inevitably come in times like these. All you need to do is send for your FREE reports by simply accepting a risk-free trial to my Safe Money Investor service.

WOW! Isn't it amazing how five different trends and sets of benefits were united so seamlessly? Each new

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section detailed a trend that would have dire consequences, but could also make savvy investors a fortune. So this is a first-rate example of how to keep a variety of benefits tightly connected to a central theme.

That's the key when you have more benefits than you know what to do with – you make SURE that each one is connected to a clear, undeniable point in your logical chain.

A Sneaky Way to Build an Unshakable Case

On **Figure 8-7 and 8-8**, you'll find the example we promised to discuss earlier. It's the vitamin D ("Cholesterol's Evil Twin!") promotion Clayton did for Health Resources, and it's a perfect example of leading in with emotion and slowly preparing your prospect to accept the central benefit.

Clayton knew that if he came right out and told his prospects that reversing a vitamin D deficiency would cut his risk of a deadly heart or brain complication in HALF, very few would believe him. They simply weren't ready for that idea.

But by leading in with and acknowledging their fear over these heart problems and then explaining how 50% of people that die from them DO NOT do so from cholesterol (as is commonly thought), that's something intriguing. Something the reader can quickly agree to with a little proof and explanation.

Here's the sequence:

1. **Scientists have discovered cholesterol has an evil twin – HALF of all heart victims (438,000 each year) die with HEALTHY arteries.** DOCUMENTATION: Year after year, doctors and medical experts have been baffled by the fact 50% of heart deaths occur in those with ideal cholesterol and perfect blood pressure.

2. **For years scientists have struggled with this problem, but just recently** *The New England Journal of Medicine* **just discovered the surprising answer.** DOCUMENTATION: The medical explanation is that these complications happen when a small piece of plaque bursts and breaks off … forms a clot … got lodged in a smaller or slightly narrower artery downstream … and then starved the heart or brain for blood.

3. **These same scientists discovered that the real cause is INFLAMMATION.** DOCUMENTATION: Top research institutions have discovered that inflammation causes this breaking off of plaque. In fact, they found that chronic inflamma-

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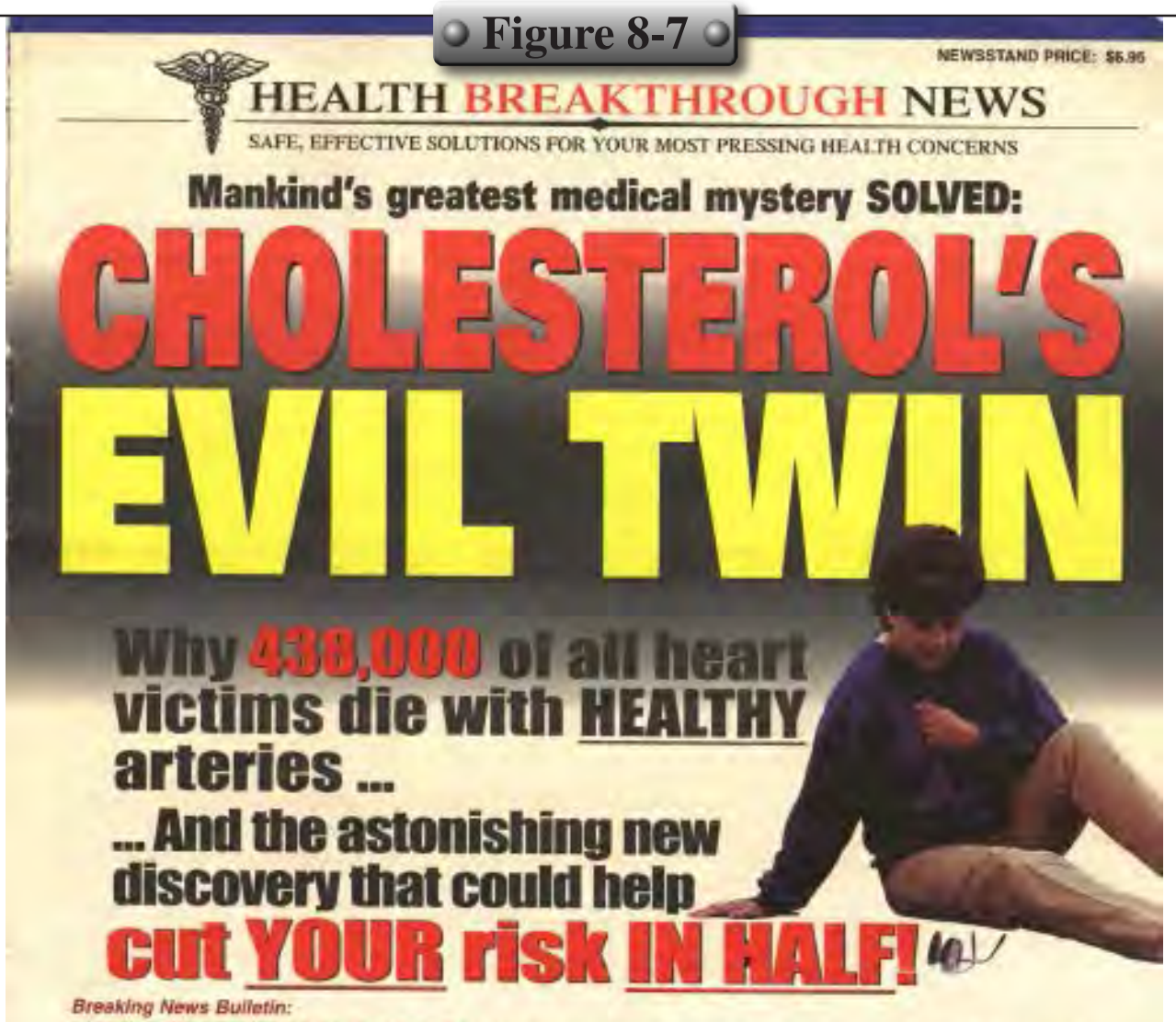
Figure 8-7



NEWSSTAND PRICE: $6.95

HEALTH BREAKTHROUGH NEWS

SAFE, EFFECTIVE SOLUTIONS FOR YOUR MOST PRESSING HEALTH CONCERNS

Mankind's greatest medical mystery SOLVED:

CHOLESTEROL'S EVIL TWIN

Why 438,000 of all heart victims die with HEALTHY arteries ...

... And the astonishing new discovery that could help cut YOUR risk IN HALF!

Breaking News Bulletin:

- **BEYOND CHOLESTEROL:** Why you can have low cholesterol and rock-steady blood pressure — and still drop dead in half a heartbeat. ***Is this stealthy killer stalking you RIGHT NOW?***
- **URGENT SELF-DEFENSE:** The super-nutrient that may cut your risk of sudden heart or brain problems by HALF ... AND can help you maintain normal **blood pressure** and **cholesterol** ... help soothe stiff, **painful joints** ... strengthen thinning **bones** ... ease **blood sugar** problems ... and much, ***MUCH MORE!***

From BOB LIVINGSTON — ***America's leading investigative health reporter***

In the next 59 Minutes, 100 Americans will suffer a devastating BLOCKAGE of blood flow to the heart or brain ...

... And for half of them, their sudden death will be the doctors' FIRST and ONLY clue that they were at risk.

Now, top scientists at Harvard and a major British medical research institute have found the culprit that kills up to 438,000 people with healthy arteries each year — and have placed astonishing NEW life-saving, health-giving power into your hands!

For decades now, scientists have struggled with a great mystery: They knew that half of all deadly blockages of blood flow to the heart and brain strike people with cholesterol-clogged arteries.

But that only explains *half* of the 872,000 heart and brain deaths that occur in the U.S. each year. **According to the March 23, 2005 issue of the *New England Journal of Medicine*, the "other" half — about 438,000 victims per year — do not suffer from high cholesterol ... do not**

CONTINUED ...

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Figure 8-8

2 Cholesterol's EVIL TWIN

Continued from front cover ...

have high blood pressure ... and have healthy, virtually *cholesterol-free* coronary arteries!

WHY do nearly a half-million Americans with *unclogged* arteries still die from heart and brain disasters every year? Why do millions more suffer high blood pressure and other sudden circulatory crises?

The answer to that single question has become the "Holy Grail" for thousands of medical scientists at many of the world's most prestigious health institutions — and for good reason:

It could help them SAVE hundreds of thousands of lives in the U.S. — and MILLIONS around the world — every year!

Now, at last ...
***The New England Journal of Medicine* just announced the surprising answer!**

When pathologists examine victims with healthy arteries, they typically find a small, seemingly harmless speck of plaque has suddenly burst ... formed a clot ... lodged in a smaller or slightly narrowed artery farther downstream ... and has starved the heart or brain for blood.

But what causes these "small" plaques to suddenly rupture, triggering a massive heart or brain disaster?

The startling answer could save your life ...

BOB LIVINGSTON
America's leading investigative health reporter.

Since 1969, Bob Livingston has spoken out against the scams, hypes and deceptions of the medical industry. Readers of his newsletter, *The Bob Livingston Letter*, count on Bob for up-to-date and factual advice on their health and wealth.

In this special issue of *Health Breakthrough News*, Bob reveals the surprising cause of America's #1 silent killer.

■ When researchers at the Harvard School of Public Health followed more than 120,000 men and women for many years ...

They found people whose blood tests showed the greatest evidence of inflammation in the bloodstream — were a whopping *70% MORE LIKELY TO SUFFER A HEART DISASTER* than those with the lowest levels.

■ When researchers at Brigham's and Women's Hospital and Harvard Medical School went a step farther, looking exclusively at women who had suffered heart catastrophes ...

They found healthy women whose blood contained the most evidence of inflammation were FOUR TIMES more likely to suffer a future cardiovascular event than women with less evidence of inflammation.

■ When researchers at the London School of Hygiene and Tropical Medicine studied patients who had suffered even mild infections ...

They reported that a bout of the flu, or even a gum infection might raise the risk of heart and brain risk over the next few days because of an inflammatory effect on blood vessels.

Medical Shocker:
Inflammation does MUCH more than just damage hearts and brains!

Inflammation is nothing more than your body's natural response to injury and infection.

And just about everyone — and especially those of us who have already celebrated our 50th birthdays — has some level of inflammation in their bodies nearly all the time!

Any cut or scrape can result in infection and inflammation. So can infectious bacteria and viruses that you ingest or inhale.

Chronic health problems can trigger dangerous long-term inflammation in the body, too. Most joint and blood sugar problems send inflammation throughout your body. So do gum problems ... skin rashes ... inflammatory bowel problems ... and many immune deficiency problems.

Even a splinter in your finger, swollen gums or an in-grown toenail could trigger an inflammatory response capable of turning plaque into a deadly heart or brain bomb!

What's more, inflammation is also the root cause of many of today's most common health problems — like sore, inflamed joints ... skin conditions and more!

Put simply, inflammation does more than just threaten your heart and brain. It can also turn your life into a living hell of sickness, costly and toxic drugs and repeated surgical procedures.

Discover Nature's most powerful inflammation fighter NOW!

The good news is, your body is programmed to fight deadly inflammation — but it needs your help.

Cut Your Risk of a Heart or Brain Disaster BY HALF!

A healthy diet and exercise can help unclog arteries — but if you're not ALSO minimizing inflammation in your body, you're still vulnerable!

438,000
Heart and Brain disasters due to:
Clogged arteries

438,000
Heart and Brain disasters due to:
Inflammation

Source: New England Journal of Medicine

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tion is also the culprit in a variety of other ailments (including certain forms of diabetes, joint problems, immune system problems and more).

4. **Vitamin D is one of the world's most powerful inflammation fighters.** DOCUMENTATION: Clinical research from top universities and peer-reviewed medical journals has revealed that vitamin D is one of nature's strongest inflammation fighters.

5. **Americans are dangerously deficient in nature's most powerful inflammation fighter: Vitamin D.** DOCUMENTATION: Studies by these same leading research institutions, the surgeon general and the world's most respected, peer-reviewed medical journals have also discovered that Americans are consistently deficient in vitamin D.

6. **The greater the vitamin D deficiency, the greater the risk for heart, brain and other dangerous ailments.** DOCUMENTATION: That was discovered by these institutions as well as the opposite – if you *reverse* a vitamin D deficiency, you cure and prevent these deadly problems.

7. **Unfortunately, vitamin D is VERY difficult to get from foods alone.** DOCUMENTATION: you need to eat tons of certain kinds of fish, eel and other not-so-easy to swallow foods. And "fortified" foods like milk and breakfast cereals contain a synthetic form of vitamin D, called D2 – that's almost impossible to absorb. Just look at the facts: nearly every American consumes these foods, and nearly every American (85%) is still deficient in vitamin D.

8. **Historically, to get true vitamin D (which is vitamin D3, calciferol) you've needed to spend time directly in the sun.** DOCUMENTATION: Research from Harvard and other institutions shows that vitamin D is most reliably obtained from the sun.

9. **But certain people require much more time than others (up to 2 hours daily) and this is NOT convenient since most people work inside during peak sun hours.** DOCUMENTATION: The research also revealed that your skin color and ethnic heritage impacts your need for sunlight. The darker your skin, the more sun exposure you require to get proper levels of vitamin D.

10. **Fortunately – whatever your needs are – you can get all the vi-**

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tamin D benefits of real sunlight simply by consuming a single dropper of delicious liquid, called INSTANT SUNSHINE. DOCUMENTATION: A research-based health company has found a way to extract and make absorbable Vitamin D3/Calciferol – the same exact form you'd normally get from the sun. The same form used in studies to achieve the miraculous benefits. Thus you can get ALL the vitamin D you need each day (1000mg) from one dropper of INSTANT SUNSHINE.

11. **This means you can banish deadly heart and brain worries, heal aching and inflamed joints, enhance your immune system and much more – simply by consuming one dropper of INSTANT SUNSHINE each day.** DOCUMENTATION: The research we've cited, coupled with the long list of success stories and testimonials bear this out.

12. **To get these incredible benefits, plus a variety of free gifts and reports, all you need to do is call NOW and accept a risk-free trial of this product.**

Notice how, because he leads off with an emotional agreement – rather than the benefit his prospect was unlikely to immediately accept – he began with MUCH LESS resistance and MUCH MORE momentum. The initial points in this chain are both emotionally stimulating and easy to agree with.

Not only was his prospect nodding his head, he *very urgently* wanted to find out the REAL cause of these heart problems, therefore moving through the copy more quickly and passionately.

Notice how he positioned the problem and discovery as something made independently by these top scientists and research institutions – it's all very objective and factual sounding. So that by the time he introduced the idea that there's a product that SOLVES all of these problems and worries, it carried that very same tone and feeling of proven reasoning and credibility.

Once he finished, his prospect was convinced that if he wanted these benefits and protection, he simply needed to send for his risk-free trial of INSTANT SUNSHINE. It's a no-brainer.

Isn't It Time You Made This a Consistent Part of YOUR Writing Process?

You should begin to see now how powerful this logical chain is. And why it MUST run through your entire sales

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message if you want to achieve maximum response.

Just to quickly summarize everything it does for you:

… It gets your prospects to BELIEVE what you tell them, which you must do for them to buy…

… It keeps your copy tightly focused, never giving your prospect breathing room to question or doubt the benefits you present …

… It destroys writer's block, because it gives you a crystal-clear, step-by-step blueprint for getting your sales message down onto the page …

… It gets your prospect saying "Yes" right away and then slowly prepares him to accept your bigger, deeper benefits that will ultimately help close the sale …

… And it makes the "reason why" process simple and easy – allowing you to quickly and clearly document each new benefit promise with proof and conviction…

Review this Chapter often and keep it on your desk where you write. When it comes time to write, check the argument you're making against one of the examples we've presented here. See if you can make it as clear and compelling as Clayton does.

It's a simple "A-B-C" series of steps that'll put you light years ahead of your competition.

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Action Steps

8

Logical Sales Argument

1. Review this basic A-B-C Formula and then modify it for the project you're working. This is a matter of taking everything that we've covered up to this point – your research, offer, benefits, proof, big selling idea, and theme – and then making an argument for your product. In other words …
   a. Identify the key points you MUST make to convince your prospect that his life will change when he orders your product.
   b. You arrange the points in logical sequence – present them just as you would tell him if you were sitting and talking face to face.
   c. You give all the reasons why/proof of each point.
   d. Integrate your offer into the end of the argument, just as you saw in the examples.
   e. Make sure your argument and documentation lead the prospect to one inevitable conclusion: That he'd have to be certifiably crazy not to order your product!

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Together, this series of points will function as a powerful outline for your overall copy.

2. With your basic, "raw" argument in place – it's time to further organize and refine it …

   a. Remember to continually elicit "Yes" responses.

   b. Use trigger words like:

      i. "Do you …?" followed by "Then"

      ii. "If …" followed by "Then …"

      iii. "The reason for this …"

      iv. "The reason why …"

      v. "Because …"

      vi. "Thus …"

      vii. "Therefore …"

      viii. "Consequently …"

      ix. "Here's why …"

      x. "As a result …"

      xi. "In fact …"

      xii. "Due to the fact that …"

   c. Make sure each benefit claim you make is *immediately* followed with proof and documentation or the chain will be broken. You can use:

      i. Parallel paragraphs

      ii. Words of causality

      iii. Tie-in phrases

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d. Create irresistible momentum with each successive step.

Include this argument in your running document and think of it as the outline for your entire promotion. This will be the basis of your rough draft. This is why it's essential that your argument be well-organized.

With this outline in place, begin to cut and paste other things you've worked on in previous chapters into the appropriate place in the outline. Let me explain this a bit better.

For example, let's say that you're selling a nutritional supplement that gives your prospect 150% more energy. That benefit – 150% more energy – will often be a key point in your overall argument/outline.

But don't forget, you also (or at least you *should* have!) expanded and dimensionalized this benefit (Chapter 4) and also *proved* this benefit (Chapter 5). So take what you gathered while working through those chapters and then cut and paste them right beneath that point (the 150% more energy claim) in your outline.

Do this for all your key points and you'll begin to see a well-organized, highly powerful and detailed argument beginning to emerge. You might not call it a "draft" yet, but it's getting close … close enough for you to start thinking about your headlines, which we'll address in our next chapter.

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Quick-Start Copywriting System

9

The #1 Way to Seize Your Prospect's Attention

In this Chapter …

- The four biggest "headline killers" – and how to avoid them (even the most experienced writers sometimes make these mistakes) …
- Six powerful "headline maxims" – used by nearly all the world's top writers – that multiply your odds of crafting a winning headline by 13 times or more …
- Deck Copy Essentials: How to follow up your headline with an extraordinary paragraph that forces your prospect to read the rest of your copy …
- And much, much more …

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There's a lot of confusion out there about what constitutes a great headline … how to write one … and how to tell if your headline is going to do the job.

First off, let's get clear on something: Your headline's primary goal is NOT to sell your prospect the product. It's not to present your offer or your USP. You don't even have to present a benefit.

Your headline really only needs to accomplish two things: (1) stop your prospect dead in his tracks, by seizing his attention … and (2) get him to read the next sentence in your copy.

That's it!

The decisions you make about what to include in your headline, how to word it and anything else – will totally revolve around those two fundamental goals. So throughout the process of writing your headlines, you should be asking yourself, "Will this *absolutely* grab my prospect's attention? And will it make it *impossible* for him to not read the next sentence?"

Get those two things right, and …

You've Got a World-Beating Headline On Your Hands!

We'll also be discussing the whole topic of deck copy (the paragraph below your headline) in this chapter, since deck copy is really just an extension and expansion of your headline. Once you've written a world-beating headline and compelled your prospect to read further, the burden will fall on your deck copy to KEEP him reading. We'll discuss how to write powerful deck copy at the end of this chapter.

Now let's get back to headlines: If you're like most writers, you probably wonder what causes headlines to so often go wrong. Far too many headlines out there fail (often miserably!) to grab the prospect's attention and keep him reading.

Here are the most common reasons why headlines miss the mark:

1. **Not surprising.** The #1 way to get anybody's attention is to be unexpected and surprising. In fact, even if your headline has nothing to do with the prospect, you can still get his attention and keep him reading by being surprising. *The National Enquirer* is especially good at this. Their headlines are always about celebrities and never about the actual reader – and yet they grab his attention and generate readership as well as anything on the planet.
2. **"Me too."** The problem with "me too" headlines is that they're just

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like everything else out there. The prospect sees them and thinks, "I've heard that before." Been there, done that. I know what that's about. No need to read further.

3. **Predictable.** Along these same lines, if your prospect can predict exactly where you're going with your headline, what you're trying to tell him (or sell him), than he quickly loses interest. The old saying, "Familiarity breeds contempt" couldn't be truer when it comes to headlines.

4. **Not targeted.** What separates direct response advertising from mass market advertising? One factor is the level of *precision*. By carefully studying our prospect, we're able to craft headlines and copy that feel as though it's *just for him* – that someone is calling him out specifically and engaging him in a personal dialogue about his biggest problem (and solution).

   But sadly, too many headlines lack relevance to the prospect the message is being delivered to. And as a result, the prospect sees the headline and thinks, "This isn't for me." In a minute, we'll go deeper into this issue – applying the idea of "market maturity" – so that your headlines hit your prospect exactly where he's at psychologically.

In many ways, the rest of this chapter will be focused on how to make your headlines immune to these problems. You'll discover a variety of ways to ensure your headlines are always unique, highly-targeted and surprising.

Accomplish those things, and you'll automatically grab your prospect's attention and keep him reading.

HEADLINE MAXIM #1: The Shorter, the Better!

One of Clayton's most involved clients is a business owner who also writes some of his own copy. Kind of like a doctor operating on himself, Clayton likes to say. Nevertheless, he's pretty good.

His biggest mistake? Trying to accomplish too much in his headlines. His heads invariably ramble on, line after line, and end up reading more like a deck than a headline.

Big mistake! As you just learned, a headline's first mission is to seize the prospect's attention. That means it has to be BIG enough to catch his eye – hopefully bigger than all the other headlines in my prospect's mailbox or on the printed page he's scanning. For

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a pretty good example, just look at **Figure 9-1**.

To be big, a headline needs to be short enough to be big without being the only thing on the page.

A single word headline would be ideal. Two-word and three-word headlines are next best. Clayton's "FORBIDDEN CURES!" for *Health & Healing*, for example. Or these handy little royalty-generators he created for *Safe Money Report* …

Stock Market SABOTAGE!

Shameless Two-Faced S.O.B.s!

Gary Bencivenga's has come closer to a great one-word headline than anyone we know. But he cheated by using that one word three times – in his famous "Lies, Lies, LIES!" package for Mark Skousen. So we'll give him credit for a kick-butt three-worder instead.

Over-complicating headlines is a misdemeanor that should be punishable by – well, something.

Maybe there should be a squad of copywriting cops who pull us writers and our bosses over and hand us a ticket for asking, "But what does it mean? Why are they forbidden? What lies are you talking about? Who's telling them? Why?"

Sorry, sir – here's your ticket.

You were caught missing the point: The whole purpose of the head is to make the prospect ask precisely those very questions – and then to lead him to the deck and lead body copy where all those tantalizing mysteries – and others – will be revealed!

That's where you do have room to present your rationale, your credibility, your benefits and the rest! That's where you have room to tell him all the wonderful things he's going to learn inside – and make him bound and determined to read every word.

HEADLINE MAXIM #2: The Punchier, the Better!

Now, Clayton may be a high school drop-out, but after 34 years of tippity-tapping his way to millions in royalties, he certainly could show you a thing or two about words.

For example, here are some of what he's taught …

Nouns are pretty much just the names of things. But they can be valuable, like when they turn a mere "treatment" into a "remedy" or a "remedy" into a "CURE." And they're great for adding value to a product by transforming it from a mere "newsletter" into a

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Figure 9-1

Discover The Chuppie Strategy
IGNORE CHINA: LOSE MONEY
Read this, or you'll kick yourself for the next decade!
PLUS: What mutual fund managers don't want you to know about their China stocks.
▶ China's Golden Age of Entrepreneurs. They'll make you rich! p. 4
▶ China—Bull in the Energy Shop. Fortunes from a new demand equation. p. 8
▶ American Stocks—Made In China. "Cheap hands" don't work. p. 11
▶ The Biggest Scandal In Investor History. How to lose a fortune p. 14
▶ Gold, Aluminum and the Hot Commodities Boom: The China factor p. 18
▶ Forget the PC! China tech stocks take off for the moon. p. 21
▶ The Biggest Bet—and the world's most perfect business. p. 25

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far more comprehensive "Investor Service" for example.

… Or when the pepperoni on your pizza gives you the burps – and a drug company copywriter turns your somewhat embarrassing but generally harmless condition into a major health crossroads … by naming it "acid reflux disease(!)."

… Or sneakiest of all, when the jokers charged with confiscating a third or more of your money at the end of every year have the unmitigated gall to refer to themselves the "Internal Revenue SERVICE."

Adjectives are another thing entirely. While using nouns effectively is a big help, adjectives can add tremendous emotional power to headlines and copy.

Adjectives come in all colors – from dull gray to International Distress Orange. Your product, for example, can be anything from merely "effective," to "powerful" … "potent" … "muscle-bound" … or even "miraculous!"

Verbs also come in a similar range of colors, from humdrum to action-packed. Why just "break" something when you can "fracture" … "rupture" … "splinter" or "shatter" it … "smash it to smithereens" … and even "destroy," "demolish," "obliterate," "nuke" or "annihilate" it?

Adverbs – They call adverbs that because they add something to a verb, don't they? As in, "… the taxpayer wept bitterly …" Okay, so adverbs probably don't matter too much …

The trick in headlines is to find the nouns, verbs and adjectives (and occasionally adverbs) that are just powerful enough to seize the eyeball without well … blowing your credibility to smithereens.

So choose the most visceral words you can possibly find. Dictionary.com defines the word 'visceral' as something "affecting inward feelings." Think of it as anything that hits you in the 'gut' – rather than being purely intellectual. That's often the difference between long rambling headlines and strong, shorter ones – the shorter ones are simply more visceral.

As an example, "slaughter" is more visceral than "kill." Telling your prospect that his income will "soar" is more visceral than "increase." Get the point? You'll have to use your instincts for this, and judge by how strong the words you select make you *feel*. On **Figure 9-2**, you can see an example from a winning split test. Two visceral words are used … 'cheat' and 'death.'

Bottom line: Smart word choices make your headlines much more compelling. By compelling, we mean that

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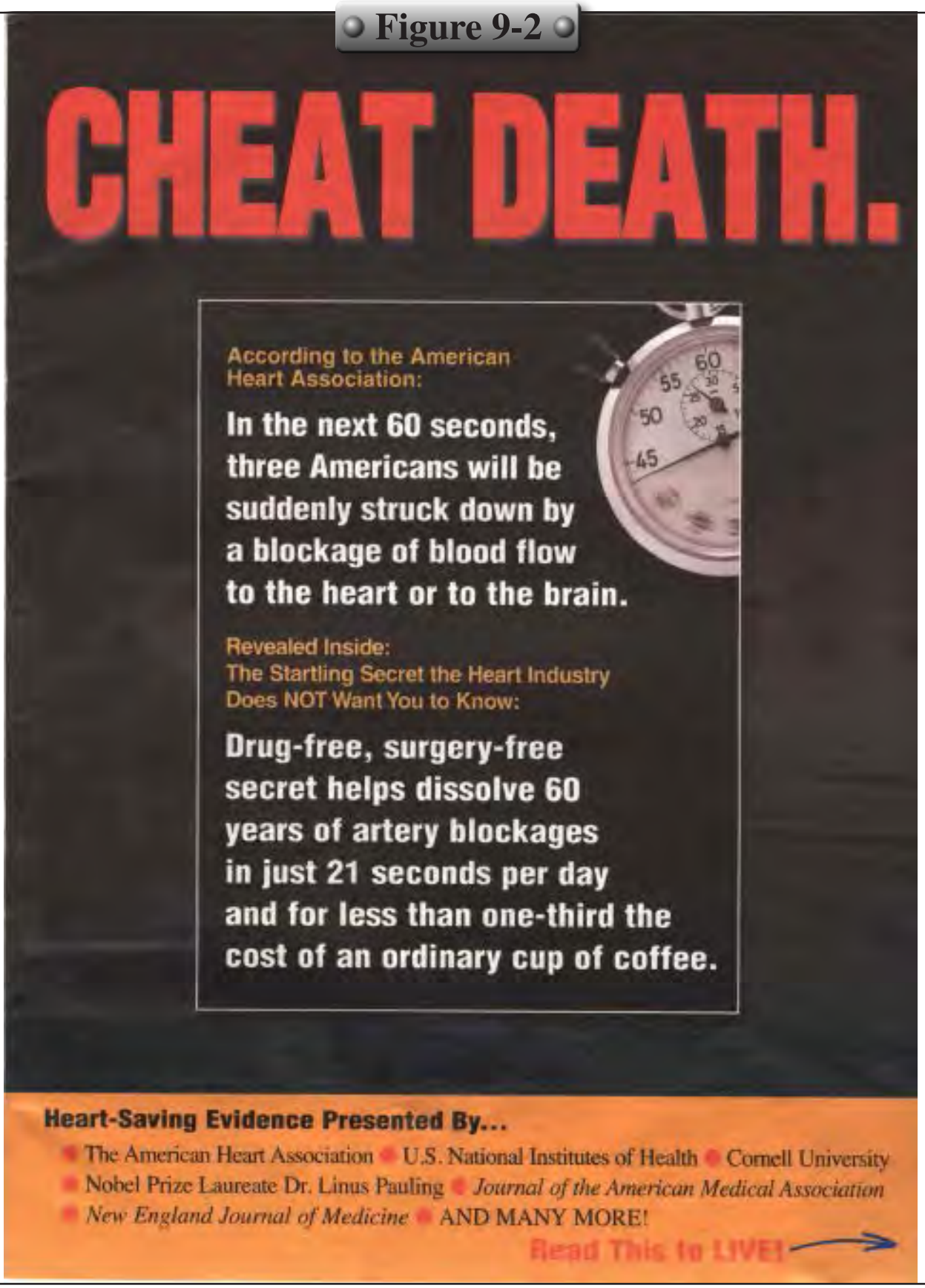
Figure 9-2


CHEAT DEATH.
According to the American Heart Association:
In the next 60 seconds, three Americans will be suddenly struck down by a blockage of blood flow to the heart or to the brain.
Revealed Inside:
The Startling Secret the Heart Industry Does NOT Want You to Know:
Drug-free, surgery-free secret helps dissolve 60 years of artery blockages in just 21 seconds per day and for less than one-third the cost of an ordinary cup of coffee.
Heart-Saving Evidence Presented By...
The American Heart Association
U.S. National Institutes of Health
Cornell University
Nobel Prize Laureate Dr. Linus Pauling
Journal of the American Medical Association
New England Journal of Medicine
AND MANY MORE!
Read This to LIVE!

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it simply grabs the prospect's attention and makes it nearly impossible for him to miss the copy that follows.

You want your prospect's eye to automatically, irresistibly move from that headline to what comes next – whether it be a deck or your opening body copy.

And if there's any unreconstructed S.O.B. out there who fails to do so, you'll regret it.

You want your head to be like … "It's A Small World, After All" (that annoying song that's probably now stuck in your mind – sorry.).

You want your headline to keep coming back to your prospect time after time – haunting and taunting him for days, weeks, months, years – and torturing him with the distinct possibility that he blew it by not reading further.

And you want him to promise himself that, the next time your client mails this to him, he will NOT make the same mistake again.

HEADLINE MAXIM #3: Credibility Must Always Be Close By!

In order to do its two-fold duty of seizing attention and generating readership, you want to create headlines that also …

Instantly establish the credibility of the message – often by identifying the person who's talking to them and establish his credentials.

Our favorite way to do this is in a pre-head – some call it a "slug line" or "eye brow" – a short paragraph set just above the main headline. Clayton sometimes also does this in a caption under his client's photo: In the original, for example, the following ran in four lines across the top of the page …

MARTIN D. WEISS, Ph.D. – who correctly forecast the great TECH WRECK OF 2000 … the BLUE CHIP BUST OF 2001-2002 … the GOLD STOCK EXPLOSION OF 2002-2003 … and whose investment picks have SURGED 562% in this perplexing environment, issues a grave warning for 2004-2005: (You can see this on Figure 9-3.)

A recent package Clayton wrote for Boardroom used a slightly different approach …

NEW FOR 2005: 45 Leading Doctors and Scientists from Harvard, Duke, Tufts, Baylor – and 50 Other Top Medical Research Institutions – Reveal The Amazing Discovery That's

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Figure 9-3

MARTIN D. WEISS, Ph.D. — the analyst who correctly forecast the great TECH WRECK of 2000 ... the BLUE CHIP BUST of 2001-2002 ... the GOLD STOCK EXPLOSION OF 2002-2003 ... plus the ENERGY BOOM OF 2003-2004 ... and whose best investment recommendations have SURGED 562% in these tricky times, unveils his ALL NEW forecasts for 2004-2005:

FIVE Election Year SHOCKS

That Could Make YOU up to SIX TIMES RICHER in 2004-2005!

By Martin D. Weiss, Ph.D.
President, Weiss Group, Inc.

PLUS:
Crucial steps you MUST take NOW to insulate your savings, your investments and your RETIREMENT from disaster while you seize these FIVE WINDFALL OPPORTUNITIES in 2004-2005!

- **Up to 456% GAINS in the coming INTEREST RATE EXPLOSION ...**
- **Up to 413% GAINS in the coming INFLATIONARY FIRESTORM ...**
- **Up to 629% GAINS in the coming STOCK MARKET STALEMATE ...**
- **Up to 562% GAINS in the coming GOLD STOCK BONANZA ...**
- **Up to 494% GAINS in the coming OIL AND ENERGY WINDFALL ...**

Dear Investor,

If you're shocked at how much Washington's super-spenders went overboard last year, you'd better hang on to your wallet!

Right now, super-spenders in BOTH parties are just getting warmed UP! And the resulting federal deficit is going to be nothing short of DEVASTATING for your stocks ... your bonds ... your savings ... and your retirement.

I'd say the Democrats and Republicans in Washington are spending money like a bunch of drunken sailors ...

but that would be an insult to drunken sailors!

Here are the facts: In the past three years, discretionary federal spending has surged at the fastest pace in history. Result: In the budget it has just submitted to Congress, the White House

(Continued ...)

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Literally Turning Medical Science On Its Head!

Other times, it's smart to put the credibility element right in your headline. This is what Parris Lampropoulos did with his successful Boardroom control:

How Doctors Stay Well While Treating Sick People All Day

Almost anytime you use the word "Doctor" you've got instant credibility.

Here's another example:

The 55-Year-Old Money-Making Secret Harvard Spends Billions to HIDE From You!

It's got credibility from the specificity of "55" and "Harvard. The fact that these credibility elements were combined with a benefit and serious intrigue made it all the better.

Here's one Clayton wrote for the *Safe Money Report:*

Turn $50,000 into a $286,871 CASH WINDFALL!

See how the specificity makes it so much more credible? You get the point. When it comes time to write your headline, dig through your credibility elements and find the strongest, most compelling one.

Ultimately, you want to make sure that you have at least one or two strong credibility elements in your pre-head, headline or in your deck copy. Any time you make bold promises, your prospect is going to be looking for the corresponding proof. The harder he has to look, the greater the likelihood that he'll simply bail on you.

HEADLINE MAXIM #4: When the Circumstances Are Right, Feature or Imply an Immediate Benefit

If you've ever read anything else on writing good copy, you've probably been hit over the head with the importance of making your benefit crystal clear. Depending on the maturity of your market and your prospect, putting a benefit in your headline can often be the most reliable way to go.

This brings us to the importance of the headline being *targeted*. As a reader of *The Total Package*, you know Clayton's adamant about not relying purely on Big Benefit headlines. There's a reason for this … they don't always work as well as other kinds.

But, do consider them an essential skill. Every market passes through a stage where Big Benefit headlines work. Even the most mature markets constantly have new prospects coming into them – prospects who are less

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skeptical and more responsive to big, flat-out statements of benefit.

Here's the caveat: Because benefit headlines so often telegraph to your prospect that you're trying to sell him something, you must be *very accurate* in the benefit you choose to emphasize. Miss the mark – even slightly – and your prospect will decide that he's got no time for an advertisement like yours.

But prospects DO make time for advertisements that promise them exactly what they want. We can't emphasize this highly enough. You need to really think about what your prospect wants more than anything on the planet (related to the subject matter of your product) and then promise him that.

One good example which was recently written by Carline Anglade-Cole, is shown on **Figure 9-4**. Notice how it promises to solve the chief problem the prospect is experiencing (benefit), and then there's the promise to solve all the related problems in the long list following 'no more.'

Copywriters like Gary Halbert, John Carlton, Parris Lampropoulos and a few others should all be considered masters at this type of headline. Here are some examples:

From Gary Halbert …

"How Almost Any Man Can Get Non-Stop Sex … While He Is Waiting to Meet His Dream Lover!"

"New Visa Card Lets You Buy Almost Anything in the World … Even If Your Credit is Terrible and You Can't Get a Bank Account"

From John Carlton …

"C'mon! It Can't Be THIS EASY to Add 50+ Laser-Accurate Yards to Your Tee Shot (And Break Your Buddies Hearts On Every Single Drive) … Can It?"

"Get 3 Years Worth of MONSTER GAINS In Your Toughest-to-Grow Spots … In Just 3 Short Months … Guaranteed!"

From Parris Lampropoulos …

"How Any Woman Can Make Her Body Younger – Without Spartan Diets, Strenuous Exercise, or Fistfuls of Supplements"

"Secret "Flaw" in the Financial Markets Lets You Make Back Every Dollar You Lost in the Past 3 Years"

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Figure 9-4

Natural Health **CONFIDENTIAL**

Summer 2007 • $6.95 Newsstand Price

ALL-NEW ISSUE!

Michael Cutler, M.D., Acclaimed medical doctor who's helped save the lives of thousands of "hopeless" patients with his natural alternatives and secrets now reveals...

The "Magic Bullet" for Poor Circulation!

What could this *once-forbidden* natural circulation miracle and "clot buster" mean for you?

NO MORE...

- clogged arteries
- heart problems
- brain catastrophes
- dangerous blood clots
- leg pain and cramps
- chest pains
- brain "fog"
- cold hands and feet
- high blood pressure
- endless fatigue
- low libido
- blood sugar imbalances
- sleepless nights

When I tell people that poor circulation is linked to all of these health problems, most folks are shocked.

They figure poor circulation is just something they were born with or have to live with... and it really doesn't affect their overall health. WELL THEY'RE WRONG. DEAD WRONG!

Inside, read the truth about poor circulation, plus a breakthrough that boosts your circulation... safely helps dissolve dangerous blood clots... and improves your health head to toe.

As you'll see, it's SAFE, SCIENTIFICALLY PROVEN and SUPER POTENT... all to help you OUT of an emergency room, nursing home, or wheelchair.

(continued inside...)

Protect All of Your Key Blood Vessels From a "Health Disaster!"

CAROTID artery—Major artery that moves blood up to your brain.

PULMONARY artery—Strategic artery that moves blood from your heart to your lungs.

CORONARY artery—Key artery that moves blood to the powerful muscles of your heart.

FEMORAL artery—Key artery that moves blood to your legs.

Good news for your...

- ✓ Brain
- ✓ Heart
- ✓ Lungs
- ✓ Legs
- ✓ Toes
- ✓ Fingers
- ✓ Neck
- ✓ Thighs
- ✓ Arms

Suffering from poor circulation? Not anymore!!!

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If these headlines don't get your blood flowing, it's because you're not a prospect for them. The fact is that real prospects for those products read them and thought, "Ooh! That's EXACTLY what I want!" Results never lie.

Most writers underestimate the amount of groundwork and research it takes to come up with compelling Big Benefit headlines like these. But there's no other way to do them – they must come from a deep, specific, current understanding of your prospect's state of mind and desires.

Okay, so you saw some examples of a Big Benefit headline. Another possibility, you can sometimes get away with …

How to Seductively Hint at Your Big Benefit

You don't always have to be so direct with your Big Benefit, either. Sometimes hinting at a powerful benefit can be much, much stronger!

For example, once Jim Rutz's famous "Read this or Die" promotion had petered out, he breathed new life into it by substituting another terrific headline – with only an implied benefit – but what a benefit:

*****

For every illness, there is a country where it simply doesn't exist

*****

Nightingale-Conant takes the same approach with this headline for an Anthony Robbins product:

*****

"To get what you want out of life you have to … think positive, set goals, work hard, be patient, and make sacrifices. Right?

"WRONG!

"I found an easier way … and used it to transform my life, fulfill my dreams, find true happiness, and even become a millionaire by the time I was 29.

"Here's how it works …"

*****

Wait a second … I can succeed without the hard work? Where do I sign up?

Here's another example:

If you are petrified of suffering a heart attack or stroke, this next headline tells you there may be huge benefit in reading the copy:

*****

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Deadly artery
plaque dissolved!

Read how to clean out your blood vessels to erase your risk of heart attack and stroke

You can see a very similar example in the winning Agora promo on **Figure 9-5**. The benefit is not directly listed, but any savvy reader knows that being able to invest in the car of the future – especially when others don't know how to do this – might just make him rich!

You'll also find an implied benefit – and the product's USP – in David Ogilvy's famous headline for Rolls Royce:

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

"What makes Rolls-Royce the best car in the world? "There is really no magic about it – it is merely patient attention to detail," says an eminent Rolls-Royce engineer.

The late Joe Karbo was more than just the author of *The Lazy Man's Way to Riches* for which he wrote a number of classic ads. He was also a world-class copywriter and marketing mind. Once Karbo somehow came into possession of an odd lot of 500 door viewers – the tiny one way windows that let you see who's standing at your front door. He couldn't give the lot away. The product was a dime a dozen at the local hardware store.

So Karbo wrote an ad that not only sold the 500 door viewers, it sold 135,500 additional door viewers. The headline dramatized a boring product and made it seem so exciting that you just had to have one …

"Super Spy Lets You See Through Walls, Fences, and Locked Doors."

Brilliant headline!

While Clayton would never recommend you rely exclusively on benefit-driven headlines, he would recommend you make them a big part of your ad-writing arsenal.

HEADLINE MAXIM #5: Add the Element of Curiosity Whenever Possible!

"Curiosity," said Claude Hopkins, "is among the strongest of human incentives."

In concurrence with this, we've discovered that adding a paradox – or some other element of curiosity – will improve almost any benefit headline. For example:

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Figure 9-5

A Secret Way to Invest In the Car of the Future

Everyone knows we need something under the hood that uses little or no petroleum.

But the hybrid engine isn't it.

And the hydrogen car isn't either.

Find out who will be the winner,
from the newsletter rated number one
for the last five years by the
Hulbert Financial Digest.

RATED #1

Dear Reader,

The race is on to design the car of the future. Every player in the industry is scrambling for the prize, and the winner will dominate the world car market for decades.

The three big contenders are the hydrogen fuel cell, the electric hybrid vehicle (like Prius), and the diesel. You're going to be surprised when I tell you the most likely winner.

What's more, I've identified a "secret play" on the winning technology, ready for your portfolio right now. Let's take a look at the three cars in this race …

The hydrogen fuel cell gets the most hype

Detroit put all its chips on fuel cell technology, and they've been telling us since the late 1990s that a breakthrough was just around the corner.

In 1997 German-owned DaimlerChrysler actually predicted 100,000 fuel cell engines on the road by 2005. In 2001 General Motors projected about the same timeline.

Even George Bush got into the act, declaring in his 2003 State of the Union message that "America can lead the world in developing clean, hydrogen-powered automobiles."

It didn't happen and it probably won't

The short explanation for Detroit's failure is that the engineering problems were bigger than they thought. On top of that the fuel cell engine costs ten times as much as a conventional engine.

Worse yet, there's also the problem of building a national network of fuel stations where you can fill the tank with hydrogen. Hydrogen isn't found in nature in a usable form and it's very expensive to produce. A national hydrogen rollout could cost $100 billion.

There's still hope that hydrogen will come through in the end, but the National Academy of Sciences believes the "hydrogen economy" is decades away.

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"How a Fool Stunt Made Me a Star Salesman"

"How I Made a Fortune With a 'Fool Idea'"

How a Bald-Headed Barber Helped Save My Hair

The headline writers could have written, "How to Become a Star Salesman," "How to Make Money With Your Ideas," or "How I saved my hair," but by adding an element of curiosity, they dramatically strengthened their headlines.

The power of curiosity ties in very closely to what we've said about the importance of being surprising and unexpected. Pretty much anything that seems strange, shocking or conflicting to your prospect will arouse his curiosity and then force him to read further. Just look at **Figure 9-6** – it doesn't get much more unexpected than the main headline about Fidel Castro.

Again, this is the genius behind what *The National Enquirer* does – they shock people with their headline stories – and then naturally arouse such curiosity that it's hard not to read further.

Here are a few running at the time of this being written:

*****

50 BEST AND WORST BEACH BODIES! Find out more, inside!

******

Angelina's NANNY TELLS ALL!

Brad and Angie's hottest secrets exposed:

» Their knock-down fights

» How Jen still comes between them

» Bizarre orders to hired help

*****

Combined with the dramatic pictures on the covers, these headline stories are almost impossible to resist. In fact, someone in our office brought a bunch of issues into the office and everyone who passed by couldn't help but become curious, pick them up and then read inside!

HEADLINE MAXIM #6: Never Underestimate the Power of a Simple Question!

Few writers in history could compete with Gene Schwartz, when it comes to question-based headlines. As much as the legendary Bob King, of Phillips Publishing fame, absolutely hated question headlines, they CAN work.

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Figure 9-6

LATE BREAKING!

Bottom Line's HEALTH NEWS

Special Edition $5.95

This just in...

Reverse 30 Years of Aging!

Do this ONE little thing to have the blood test results of a 20-year-old when you're over 50! See page 8, and make your doctor say "WOW!" at your next checkup.

Breast Cancer Vaccine!

Stunning new weapon in war against cancer —with NO side effects! See page 15.

NEW!

ZAP UGLY FAT!

Drink this to shrink fat cells and double your weight loss. Page 6

High Blood Pressure and High Cholesterol CURED by *Fidel Castro?*

Miracle cure found growing in the fields of Cuba. Lowers cholesterol 50 points in a flash. Blocks blood clots. Lowers blood pressure. Halts plaque buildup. Now proven by American research and available in the United States without a prescription. Drug companies panic. Page 4

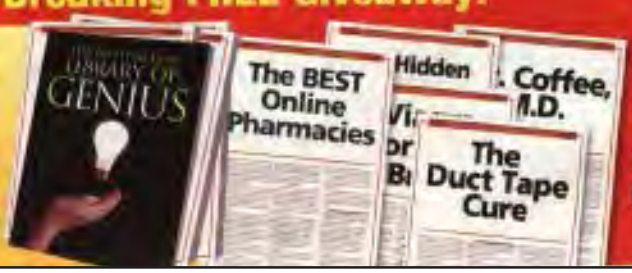
NEW! Safer, more effective alternative to bypass surgery...

Grow NEW Heart Arteries!

Restore healthy circulation to every part of your body. Page 10

Bottom Line's Record-Breaking FREE Giveaway!

Famous, 50-Report Library of Genius Yours FREE



See insert INSIDE for the amazing details!

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In fact, asking the right question in your headline can work like gangbusters!

Here are some of Gene's successful examples:

*****

Has This Man Developed the Power to See in to the Future and Control His Own Destiny?

And can he CONVEY THAT POWER TO YOU – OVERNIGHT – simply by showing you these few tricks that bring out the buried power in your mind!

*****

Is This The World's First Spot-Reducing Diet?

Designed by America's best-known diet doctor – to smooth away ugly bulges that have never given way to any diet you have ever tried before!

*****

Do You Have the Courage To Earn HALF A MILLION DOLLARS A YEAR?

This is a private advertisement. It is meant for the tremendously ambitious man only.

It is meant for the man who has, first of all, the relentless desire to earn more money in a single year than most of his friends will earn in their entire lifetime.

*****

Is It Immoral To Make Money This Easily?

For the man who wants to make his fortune overnight! Startling information that opened a great new inside-road to wealth!

Yes, here is explosive new information that could easily turn this financial world upside down! A startling new approach to money-making that can bring any man or woman with a little nerve – *undreamed-of wealth!*

*****

Question headlines can be incredibly powerful for several reasons:

First, they help reduce your prospect's overall skepticism. Remember, ANY time you make a claim, your prospect is naturally going to be skeptical. But when you *ask a question*, inserting your own possible doubts into the statement, your prospect doesn't have to bear the full burden himself because …

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… YOU are being skeptical for him!

Of course, don't use this to manipulate your prospects. It doesn't work across the board.

Instead, save this technique for those moments where stating your claim outright seems either flat or unbelievable – but posing a question adds immense intrigue and believability. Just like the examples you saw above. And just like you see on **Figure 9-7**.

Also, questions often naturally create curiosity. Why? Because, by their very nature, questions contain an open loop – and your prospect wants the answer – he wants closure. So if your question resonates strongly enough with him – so much so that he MUST know the answer – then you've just found a way to accomplish the #1 goal of any headline …

… To get your prospect to read the NEXT SENTENCE!

With that said, there are certain types of questions that work better than others. You want your question to be, either …

1. **Rhetorical** – as in Clayton's winning headline, "What's Wrong With Getting Richer, QUICKER?" Obviously, both Clayton and his prospect knew damn well there was NOTHING wrong with getting richer, quicker.

   But it was a perfect way to capture the emotion and appeal of making more money, faster – WITHOUT sounding like all the other "get-rich-quick" hucksters out there.

2. **Challenging** – As is the "Do You Have the Courage to Earn HALF A MILLION DOLLARS A YEAR?" headline from Gene. This kind of headline appeals to your prospect's vanity and ego – questioning whether or not he's worthy and capable of such a goal. Since most people hate to think that others are better and more worthy than they are – your prospect will usually be compelled to read on and find out whether he can meet the challenge.

3. **Leading** – This is a question that guides the prospect to a specific, predetermined answer – which, in most cases, is *your product!* Of course, lawyers are masters at asking "leading questions;" the same with reporters.

   But there may be no better place to ask a leading question than in the headline of your promotion. That's why we're quite fond of the one written by Arthur Johnson,

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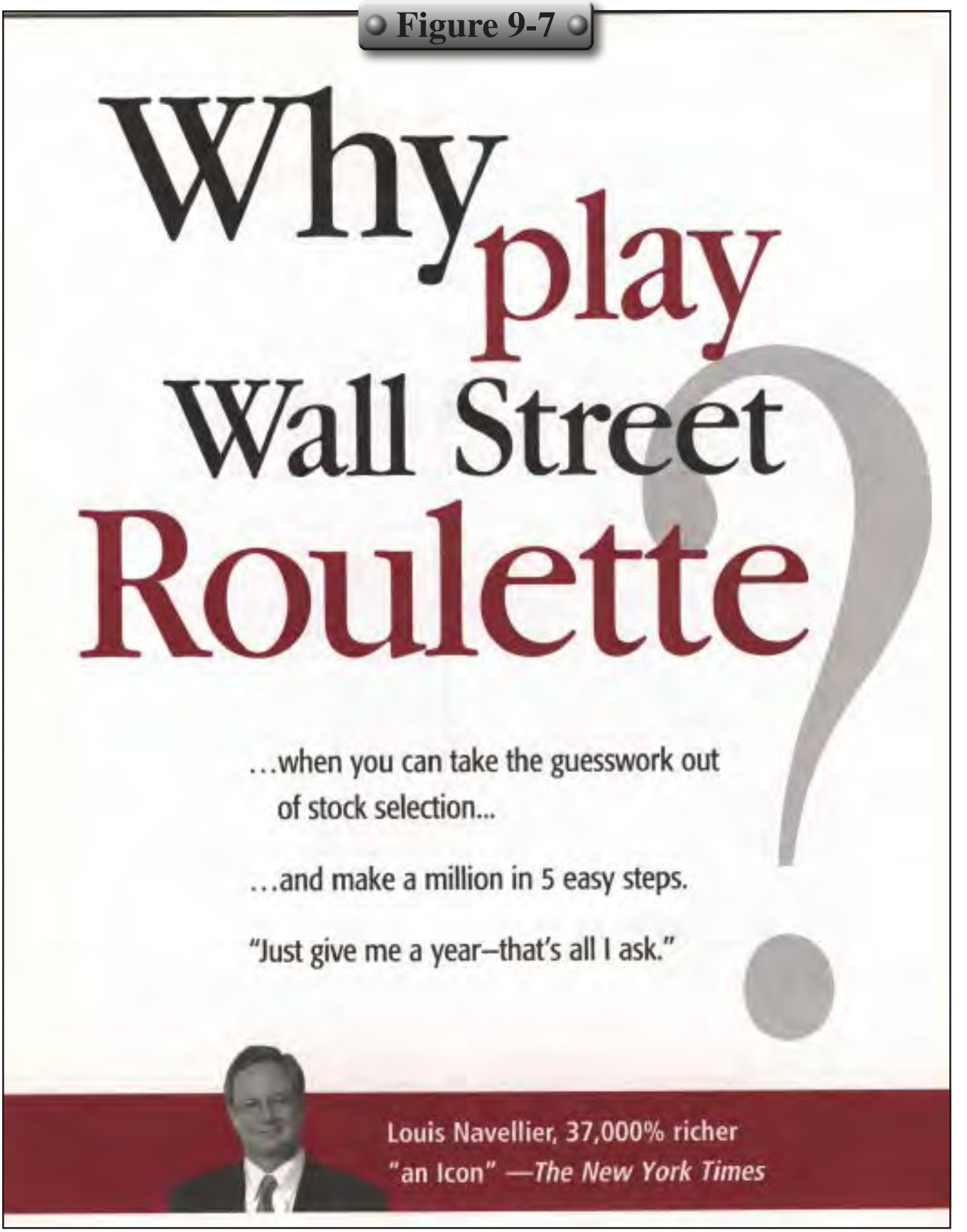
Figure 9-7


Why play Wall Street Roulette?
...when you can take the guesswork out of stock selection...
...and make a million in 5 easy steps.
"Just give me a year–that's all I ask."
Louis Navellier, 37,000% richer
"an Icon" —The New York Times

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which ran as the control for *Health & Healing* for a while: "Is There Anyone Left We Can TRUST?"

You see, this question was designed to lead the prospect back to the fact that Dr. Whitaker was in fact SOMEBODY HE COULD TRUST!

4. **Slightly Doubtful** – This is related to the ongoing problem of skepticism we face as marketers. As prospects mature and become increasingly suspicious of anything you promise them, you'll often find that stating the claim outright would seem silly, arrogant or outright unbelievable.

   To see what we mean, just imagine two of the winning headlines from Gene Schwartz: Instead of *Has this man developed the ability to see into the future and control his own destiny?* you'd have: *How to see into the future and control your own destiny* – NOT nearly as effective!

   Or instead of, *Is This the World's First Spot Reducing Diet?* you'd have some drivel like: *Announcing the World's First Spot Reducing Diet* – again, it's no contest.

   Both of the questions make you curious without stretching the limits of believability. But the direct statements would certainly trigger that infamous "Yah, sure" skeptical reaction that Gary Bencivenga so brilliantly warns about.

   So the litmus test for these kinds of headlines is simply whether it actually boosts the potency, intrigue and believability of the statement. If it does, you're probably better off with the question. But never assume this. There are many times when a question is absolutely not the best way to go.

4 Instantly Useable Headline Creation Techniques

So far, we've given you lots of structures, tips, secrets and formulas for writing killer headlines. But you still may not be clear on exactly how to go about actually writing your headline. If that's the case, listen up.

Here are several methods we've come across for writing headline after headline …

1. **Write lots of fascinations, then select your very best one.** This is a very effective method for churning out dozens and dozens of headlines. Once you have the rest of

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your rough draft in place, you can simply move through your copy and write lots of fascinations for anything you see in the copy. By using the various techniques you'll learn in Chapter 16 on Bullets and Fascinations, you'll come up with tons of great possibilities.

Once you've written 20, 30, 40, 50 or even more – then you move through them and pick out the ones that seem strongest. See if you can strengthen them in any way – stronger word choices, more credibility, better phrasing, etc. Once you're truly confident with 3-4 of them, write the corresponding deck copy and then show them to potential prospects. See which pique their interest most.

2. **Experiment with your USP or your Big Selling Idea.** This method is awesome because it's something you need to do anyway, and you may already have written a killer headline without knowing it! Why? Because the strongest presentation of your USP or Big Selling Idea often works very well as your headline. It communicates the uniqueness, benefits, and often the credibility of the central idea in your copy.

When prospects read further based on this kind of headline, they're often very, VERY qualified as a potential buyer. They're attracted to your central idea – and provided you can simply prove it to them and make a compelling offer, there's a great chance they'll plunk down their money for your product.

3. **Take your strongest credibility element –** *and dramatize it!* Proof and credibility elements – when properly dramatized – are nice ways to seize your prospect's attention and create sufficient believability.

For example, as we saw in Chapter 6 on Big Selling Ideas, CSPI health educator Art Silverman was once faced with the task of explaining to people how much saturated fat was contained in popcorn. Back in those days, it was popped with coconut oil and therefore each serving contained about 37 grams of saturated fat. This was a proof element – statistic on the dangerous amount of artery-clogging fat in popcorn.

But the problem was that it had no relevance (and therefore no drama) to the prospect. Art instinc-

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tively knew he couldn't headline his campaign with such a boring, intangible statistic. But instead he did something brilliant: He found a way to add *concrete dimension and drama* to this simple fact by saying: "A medium-sized 'butter' popcorn contains more artery-clogging fat than a bacon-and-eggs breakfast, a Big Mac and fries for lunch, and a steak dinner with all the trimmings – combined!"

He also included a *visual presentation* of this fact for added effect. With this headlining his campaign, it was a massive success. Such is often the case when you powerfully dramatize your strongest proof element!

4. **Rapid brainstorm, using the many formulas and idea starters you've just learned.** This technique is pretty straightforward. Once you've fully saturated yourself with all the nuances of your promotion, and especially after you've read this chapter, you're going to have all kinds of headline ideas buzzing through your head.

   At this stage, just go through many of the different principles, formulas and idea starters and test-out whatever comes to mind as you read through them. Some of them won't apply to you, but others will trigger a stampede of powerful possibilities! Just keep going until you've got many more choices than you could possibly use. Then the process is the same as before: Pick your strongest ones, sharpen and enhance them in any way you can, and jump into writing your Deck Copy.

Without further ado, here are the 4 essentials of winning deck copy …

Deck Copy Essential #1: Explain and Expand Upon Your Headline

If you follow the headline guidance we've given you so far, you probably won't be writing many of those crazy, 50-word headlines that try to sell your product all at once. Which means that even though your short, compelling headline *will* grab your prospect's interest and get him to read further – you can only go so far without telling what your promotion is all about.

He's got to know exactly *why* he's reading your copy.

That's what you accomplish with your deck copy. It's here that you tell him what the hell you meant in your headline, and reveal what he'll discover

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and benefit from by reading your entire promotion.

You'll want to soothe his logical mind by giving him a powerful, sensible explanation for what your promotion is about (and if you're writing an advertorial, what kind of free info you'll be sharing with him). And you'll want to make sure that your presentation is emotionally compelling enough to keep him excited and eager to read his little heart out. This is what you see on **Figure 9-8** – the deck copy and bullets heavily stimulate fear, with the intent of compelling the prospect to open up the promotion.

This is why it's absolutely imperative that you make your deck copy as tight as humanly possible. Closely apply all the secrets we will reveal in Chapter 14 on Body Copy … the power verbs … the smooth-flowing sentences … the emotionally-stimulating adjectives … and more. This copy absolutely cannot feel awkward, be confusing or worst of all, boring.

Here are some simple examples to get you started:

*****

Headline: Who Needs Painkillers when you can renew damaged joints EVEN AT AGE 98!

Deck copy: To be precise, Bob H. is *over 98*, and his wife is bowled over that he's driving, cooking, housecleaning and even doing the grocery shopping! Whatever happened to his arthritis? Discover his secret, and the shocking new non-drug proven in 60 years of covered-up clinical research …

ONE *little vitamin pill!*

What the heck is going on here? Hundreds of detailed case histories don't lie. See page 8, then find out how many more onetime "old-timers" are merrily running rings around youngsters …

» "Poor old" Bert, bedridden with 4 torn disks, now hops hurdles and breaks world records at age 90 … Page 12

» 75-year-old cardiac patient makes arteries "absolutely clean!" Her perfect angiogram shocks and awes doctors … Page 4

» Irene wasted away to just 85 pounds, until … she grew a brand-new, trouble-free gut! Page 6

» Former osteoporosis victims trade walkers for bicycles! Strawberry secret makes bone

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Figure 9-8

An urgent alert from Martin D. Weiss, Ph.D. —
PANIC IN THE WHITE HOUSE!
Question: What scared President Bush into proposing one of the costliest stimulus plans in history?
Answer: Seven ticking time bombs that are about to shatter the economy in 2003!
YOU MUST READ THIS!
Dear Beleaguered Investor ...
In 1999, I warned you that TECH STOCKS were about to crash and I urged you to take profits immediately ...
In 2000, I warned you that BLUE CHIPS were about to be hammered by earnings scandals and urged you to CASH OUT of Enron, WorldCom and a dozen other losers six months before they crashed ...
In 2001, I warned you that brokerage scandals would continue slamming stocks – long before swindles at Merrill Lynch, Salomon Smith Barney and the rest hit the headlines ...
Meanwhile – as stock after stock fell during three long years of terrible markets – I led my clients to investments that DOUBLED ... TRIPLED ... and even SOARED up to 307%.
Now, in 2003, the worst panic of all is about to impact the U.S. economy and stock markets.
Please — for your own sake:
Do NOT ignore THIS final warning!
Continued on next page ...
Martin D. Weiss, Ph.D.
insulated his clients' money from the tech wreck of 2000 ... the earnings scandals of 2001 ... the brokerage outrages of 2002 ... and guided them to investments that soared 99% ... 144% ... up to 307% in the last year.

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density surge 10% in mere months … Page 14

» Mini-strokes struck their brains, but this moss miracle cleared "brain highways" and boosted their memory instantly! Page 17

» And so much more inside …

*****

Prehead: Don't Let All the New Hype From Wall Street Cost You a Fortune in 2002-2003 …

Headline: THE "RECOVERY" IS A *TRAP!*

Deck Copy: "Read This Report NOW Or Kiss The REST Of Your Money Good-Bye!"

If you had accepted a FREE copy of my Total Protection Package when I first offered it to you, you wouldn't have had to lose a penny when techs wrecked.

To the contrary: You could have joined my preferred clients in profits of 211% … 500% … up to 929% even as stocks crashed.

Please DO NOT Make the Same Mistake Again!

*****

Notice how neither headline makes that much sense on its own. But when you read through the Deck Copy, it's easy to tell what the copy is going to be about … the benefits of reading … and more.

Deck Copy Essential #2: Powerfully Trigger Your Prospect's Natural Curiosity …

… by promising to reveal amazing things inside your promotion!

As you know, a key goal of your deck copy is not only to keep your prospect reading – but to peak his interest and make him enthusiastic about digging into your promotion. One of the best ways to do that is to make fascinating, targeted promises about what he'll discover inside.

Here's an example from one of my own promotions:

*****

Prehead: They say it's an unmitigated disaster – I say it will also be …

Headline: The WINDFALL OPPORTUNITY OF THE CENTURY!

Deck Copy: Three respected economists writing for The

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Brookings Institution … PLUS the director of the Office of Management and Budget … PLUS the International Monetary Fund … are now warning that:

» Washington's massive deficit is a NATIONAL ECONOMIC CATASTROPHE …

» The only way to avert disaster is with tax hikes and spending cuts that are POLITICALLY INFEASIBLE, and …

» This federal deficit may well destroy the dollar, wipe out U.S. stock investors and threaten the economy of the entire world!

» INSIDE: What you MUST do NOW to insulate your wealth …

» PLUS investments and strategies with the very real potential to make you up to 562% RICHER in 2004-2005!

*****

Notice how, in the above example, the bullets are used to … dimensionalize the problem, including offering valuable news and information about the market … present the two benefits the prospect wants most: a) to protect his money … and b) to grow richer as quickly as possible.

And yet the secret is not given away. Naturally the prospect will be curious to find out how he can insulate his wealth and pile up huge gains. And the only way to do that is to start reading the inside of the promotion.

Deck Copy Essential #3: Introduce Your Strongest **Benefits …**

At some point in your Deck Copy, you've got to tell your prospect what's in it for him. This is especially true if you didn't put a benefit into your headline.

You'll also want to make absolutely sure you focus on your *strongest* benefits. This is where your research and understanding of your prospect comes into play. To have the greatest likelihood of moving him into your lead and running body copy, you need for him to feel like he can achieve the benefits he desires most – just by continuing to read.

The flipside is also true. If he sees your benefits and thinks, "Hmm … whatever." Then you've just lost him.

Here's an example from Gene Schwartz:

*****

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Headline: At last! A leading woman executive shows you how to …

WORK ALL YOU WANT!

And be a BETTER WIFE and MOTHER because of it!

Deck Copy: WHO SAYS that a working mother has to short-change her husband and children? Or feel guilty about her job? Or work herself to exhaustion trying to fill the demands of home and office? Not at all! Not any more! Not if you know the time-saving, work-saving, guilt-saving secrets of top career women in every corner of America!

*****

Faced with these benefits, how could a working mother and wife not read the rest of the ad?

Here's another example:

*****

Headline: NOW! Run Your Car Without Spark Plugs

Deck Copy: New Jet-Fire Igniters will deliver up to 30 more horsepower, 5 more miles per gallon using only regular gas!

THEY NEVER WEAR OUT!

Get up to 5 more miles per gallon of gas …

Add up to 30 more horsepower to your engine …

Save $100 each year for you, year after year while you use the cheapest grades of gasoline!

*****

Okay, so you know you gotta expand on your headline … stimulate your prospect's natural curiosity … and feature your most important benefits. On top of these essentials, you can also mix your USP into your deck or throw in proof elements for additional strength.

How you do it is up to you, but remember to always feature at least 1-2 of your strongest proof elements somewhere in your pre-head, headline or deck copy – which if you're writing a magalog means that you should almost always have 1-2 strong proof elements on your cover. Just look at many of the examples we've featured throughout the course and you'll see that this is the case.

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Deck Copy Essential #4: Use Winning Readability Enhancers …

Okay, so you know what you're going to say in your Deck. Now let's discuss exactly how to structure it.

Typically, you want to start off your deck copy with 1-2 tightly written paragraphs. You should also use lots of ellipses so that the copy reads as quickly as possible. For example, here's one from a big winner for Weiss …

*****

While urging YOU to buy their shares, top executives at MICROSOFT … CISCO … GENZYME … SYMANTEC … SIEBEL SYSTEMS … RED HAT … YAHOO … and many other high-tech companies ….

… are quietly dumping BILLIONS of dollars-worth of their companies' stock!

*****

See? Short, quick and to the point. Lots of ellipses make it a breeze to read. At this point there's no benefit in the deck. But hey, we're not done yet! You'll almost always use bullets in your deck copy to create curiosity, add benefits, enhance readership and more. Here are the bullets Clayton threw in after that initial paragraph:

*****

REVEALED INSIDE:

» **How corporate insiders are getting rich at your expense:** The ugly truth that America's most powerful corporate fat cats and stock market insiders are hiding from you!

» **PLUS – how to turn the tables on them:** Insulate wealth and then USE their treachery to grow up to SIX TIMES RICHER in 2004-2005!

*****

There's the benefit! Now the prospect will not only get the full story on this shocking conspiracy – he'll also find out exactly how he can use this turn of events to grow up to six times richer. If you're an investor, how can you resist reading further?

Here's another example from Arthur Johnson:

*****

Headline: Dissolve artery gunk with … AN ENZYME SOAK?!

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Deck Copy: Grow yourself a new digestive track? Cure osteoporosis with strawberries?

Just a few short years ago, authorities called these ideas outrageous – but now they're being hailed as *strokes of genius!* Suddenly, medical journals are bursting with brand-new studies, proving that the shockingly creative discoveries of Dr. David G. Williams truly deliver …

Proven! Dozens of studies and thousands of grateful patients now attest, "Yes, it works!"

» **"Critical" cardiac patient** abruptly makes arteries absolutely clean. Angiogram shocks doctors. How on earth did she do it? Page 4

» **98-year-old arthritis sufferer** triumphs over pain, spurns drugs and delights younger wife by insisting on doing the cooking, cleaning, and grocery shopping … Page 8

» **Osteoporosis "invalid"** boosts bone mineral 7.8% in matter of months, shuns walker and takes up bike-riding at 75 … Page 14

» **Cancer casualties cured** of all tumor traces by vegetable therapy! Scientists scope, do biopsies, find no cancer cells anywhere … Page 15

» **Senile? Not these stroke victims!** Failing patients open blocked carotid arteries, restore brain circulation, reverse memory decline immediately … Page 17

Plenty of proof in plain English inside, plus your 14 FREE GIFTS!

*****

There are several gems to notice here. First, look at how Arthur loaded up on proof elements: Medical journals, studies, coming from a legendary doctor, thousands of grateful patients – brilliant! This is especially crucial in the health market because prospects have seen so many claims, so often, they're not going to believe it unless they get an early dose of proof.

Also, look closely at the benefits selected. Unless you write consistently in the health market, you may not realize that the health problems Arthur chose to mention in the bullets are EXACTLY the ones prospects in this demographic think about all the time. That's by design – the prospect reads those bullets and see how almost every major condi-

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tion that ails him is being cured by this legendary doctor.

This is the perfect synergy of paragraph-form deck copy and kick-bullets that deliver amazing benefit plus curiosity.

It's Still Early in the Game

At this point, don't worry if your headline isn't perfect. Over the next two chapters, we're going to cover some even more advanced headline writing strategies. Strategies that will expand and deepen the possibilities available to you.

Plus, you can always tinker with your headline once your rough draft is finished. Again, there's no need to strive for perfection at this moment. Just apply the techniques and move forward.

As proof of this, Clayton often waits until late in his writing process to really get into the headline writing. This allows him to fully absorb and interact with all the other elements of the copy and THEN write his headline, with full knowledge of everything else.

Bottom line: Whenever you start writing your headlines, it's fine. Just know that you're probably going to have to come back and work on it until it sings and soars.

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Action Steps

9

Headlines and Deck Copy

As you begin the headline writing process, keep in mind that this is an extension of what you've done in all the previous chapters. In other words, your headline is an extension of your Big Selling Idea, your Theme … and it should perfectly lead into the overall argument you're going to be making.

The bottom line is that you want to find the single strongest statement for grabbing your prospect's attention and getting him to read the rest of your ad. You've just learned a bunch of techniques for doing that, and it's time to put them into practice …

1. Write 10-20 possible headlines for your promotion, based on what you've just learned. Then, take them and make sure you haven't made any of these common Headline mistakes:
   a. Is your headline not surprising?
   b. Is it a "Me too" headline?
   c. Is it predictable?
   d. Is it not targeted enough?
2. If possible, write even more Headlines using the following techniques:

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   a. Write lots of fascinations, then select your very best one (if necessary, jump ahead to Chapter 15 to learn more about how to do this).

   b. Experiment with your USP or your Big Selling Idea.

   c. Take your strongest credibility element – *and dramatize it.*

   d. Rapid brainstorm, using the many formulas and idea starters you've just learned.

3. Now take your Headlines up a notch with these Headline maxims:

   a. The Shorter, the Better!

   b. The Punchier, the Better!

   c. Credibility Must Always Be Close By!

   d. When the Circumstances Are Right, Feature or Imply an *Immediate* Benefit!

   e. Add the Element of Curiosity Whenever Possible!

   f. Never Underestimate the Power of a Simple Question!

4. Write your Deck Copy that:

   a. Explains and expands upon your Headline.

   b. Powerfully triggers your Prospect's natural curiosity.

   c. Introduces your strongest Benefits.

   d. Uses winning readability enhancers.

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Once you have some headline/deck variations that you're happy with, cut and paste them right above the top of your outline. You should be able to read your headline and deck copy … and then have it go right into the detailed argument you created in the last chapter.

At this point, your running document (what you began in Chapter One), should look something like this …

1. Headline and Deck Copy Variations.
2. Your Logical Sales Argument (Starting with point #1, #2, etc., should also include the benefits and proof elements you cut and pasted into it.)
3. Excess notes and copy you created during the process of doing your research, collecting benefits and proof, theme and Big Selling Idea, and so on.

You want to save this excess because you may want to use it later. Anything you feel is critical to your promotion should be contained in your central argument and the documentation you created in the last chapter.

The cool thing is that the very top of your document (where your headline and deck leads into your argument) should be starting to look like a bonafide sales letter. Then in Chapter 12, we're going to investigate the best ways to make an even more powerful transition from your deck into your argument and running copy.

But right now, we're going to explore a headline-writing secret that's helped separate Clayton from many other top writers, and has helped generate well over $100 million for his clients over the years.

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Quick-Start Copywriting System

10

How to Put the Power of Emotion Into Your Headlines

In this Chapter …

- How to write winning headlines in even the fiercest, most competitive markets …
- The single most effective way to grab the attention of prospects who are skeptical, bitter or who have "heard it all" … (what you'll discover actually makes these prospects excited and passionate about your type of product – even if they haven't felt that way in years) …
- Many of the most powerful dominant emotions you could ever use in the selling process – and exactly how to use them in your headlines …
- And so much more …

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If ever there was a time when it was crucial for you to put the awesome power of dominant emotion headlines to work … *that time is NOW!*

Why? Because even though prospects are getting more and more skeptical with each passing day, test results show that dominant emotional headlines still work better than ever! This means knowing how to craft them is one of the quickest ways to put yourself ahead of the competition – and start reaping the sweet rewards you deserve as a copywriter, direct marketer or entrepreneur.

Clayton has practically written a book about this subject in *The Total Package*. But even if you've been one of his most diligent students and readers, when it comes to writing emotional headlines of your own … you still might not quite know where to start.

As you may remember, the "dominant emotion" approach is where you begin by finding out your prospect's *strongest possible emotion(s)* about the subject matter at hand. You then USE this emotion to grab his attention and keep it in a peak state.

So that's exactly what this chapter is all about. It's designed to help get you into the mindset that'll allow you to craft dominant emotion headlines on your own and drive your response rates and personal income sky high.

In our first phase, we'd like to give you a quick little story to illustrate the power of this approach …

PHASE ONE: Getting Into the Dominant Emotion Mindset

This section is going to give you some example scenarios that'll deepen your understanding about why the dominant emotion approach works so well, especially in your headline. Just hearing them will turn on a light bulb in your head – and there should be no question about why they're so often superior to ordinary, big-benefit headlines.

Here's the first scenario: Imagine you're looking to buy a new hybrid car. You've had enough with the escalating gas prices and you're ready to take a stand. One bright sunny day you mosey on out to a dealership with the intention of making a purchase.

As you walk into the dealership, salesman #1 approaches you and says, "Hello," introducing himself. You tell him your name, shake his hand and mention you're interested in a new hybrid.

Within seconds of shaking your hand, this salesman begins telling you

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about the benefits of having a hybrid, he reveals that he's got an incredible deal on the far side of the lot, he lists how much money he can save you, tells you about the great new financing plan he can offer, and much more.

As he shows you the car, he shows you all of its wonderful features. And then he emphasizes the long list of benefits you'll experience as an owner of this new hybrid vehicle.

What's Your Gut Feeling About this Approach?

Would you feel excited or a little resistant? And how much would you trust this person?

On the other hand …

Imagine you walk into another dealership where salesman #2 approaches you. He introduces himself, shakes your hand and you begin a conversation.

But this salesman's approach is different. Rather than lead off with what he can "offer," he begins with a question. "Did you realize that gas prices are supposed to shoot up above $4.00 a gallon next month!? I heard it on CNN," he says.

"Wow – that's horrible!" you think. He sympathizes and expresses his own personal frustration with the rising gas prices.

He also mentions that he just read a reputable book about how big companies often RAISE gas prices, even when their actual oil cost goes down. They control the supply, demand and overall market price. And worst of all, these dirty little tactics are all quietly sanctioned by the politicians in Washington.

"Can you believe that?" he says. A feeling of anger wells up in you. After all, the extra money you spend on gas each month could be going to a college fund, a family vacation … something really positive. He agrees and shares how he's had to begin carpooling to work, just because the gas prices have gotten too severe to be driving every day.

By this point you both are nodding you heads in agreement – about the unfairness of gas prices, about how the greedy companies don't care, about the fact that Washington isn't helping and so on.

And once you've conversed a little bit more, he offers to take you outside and let you test drive the latest hybrid model they've just got in …

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Ultimately, Which Young Man Would You Rather Buy From?

Would it be Salesman #1 or Salesman #2?

I can say with confidence: Provided the overall "deal" is fairly even, 9 out of 10 people would buy from Salesman #2!

Intuitively it's obvious.

But why? Salesman #1 cut right to the chase. He quickly listed all of the benefits of this amazing car. And then he showed you how all the features led to the benefits he promised. On the other hand, Salesman #2 didn't even begin by talking about the car.

So what gives? Could it be that Salesman #2 understood something that the other guy didn't?

Here's the answer – when you lead off with a strong, attention grabbing statement that's filled with EMOTION, it hardly feels like your typical sales process.

Instead, it feels like someone has taken the time to learn more about you – to discover how exactly you're feeling about a certain topic – and then acknowledge and express what you're feeling in words.

As a prospect this makes you feel far less pressure. Often times, you'll be filled with sincere appreciation. After all, when someone is able to put your feelings into words – it's like they really understand you. And deep down, we all want that. So we're willing to reward anyone who takes the time to do so by offering them our interest and undivided attention.

Psychological Secrets that Fuel Dominant Emotion Headlines

That's just the beginning of the psychology going on when a prospect sees a dominant emotion headline. Notice the dramatic psychological difference between the emotional approach and an ad leading strictly with benefits, just like Salesman #1 did.

No matter how amazing the benefits, when someone leads with them – like Salesman #1 did – your prospect instantly feels like he's being sold something. There's no denying it. There's hardly a person on the planet that enjoys the feeling of being sold something. So right away, the relationship starts off with something unpleasant. Something that produces resistance.

What's more, there's little sign that this big-benefit advertiser has taken the time to get to know him. This happens

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in both face-to-face selling situations and in written advertising. In both cases, it's almost insulting. The salesman just expects to barge right into your prospect's life, ask for money and then take off. "What a jerk!" he thinks.

You can see how this leads to resistance. This process has the obvious goal of trying to separate the prospect from his hard-earned money. Often there's so much resistance inside him that he doesn't even acknowledge this salesperson or ad with a single glance. "Screw em'," he thinks, "They're just in it for themselves." This has made him a master at ignoring anyone that approaches him in such a way.

That's exactly why the dominant emotion approach feels so powerful. It taps into a completely different and almost magical psychology. And provided you hit the right hot buttons, you won't create resistance in your prospect … you'll create TRUST. Rather than be ignored, you'll have his complete attention!

You'll create trust because, in a matter of seconds, you've just demonstrated that you're different than every other advertiser coming at him. You've taken the time to get to know your prospect and you understand what he feels. Moreover, you feel the same way and you're able to articulate everything your prospect *wishes* he could say … if he only had the words!

And now, you're no longer selling … you're venting together like two friends. This is something we all LOVE to do! That's why he'll often stick with you even after he discovers that you're selling something, just like all the others. You've proven that you're UNIQUE and worth listening to. So, by leading in with emotion you have a chance that you never would have had otherwise.

The Seduction Secret of the Sexy "Bad Boy"

Want to know another powerful mindset secret? Just check out this utterly fascinating parallel between advertising and the mysterious workings of female attraction!

This is something that not everyone understands, until you grasp the psychology and underlying dominant emotion approach.

Consider this: Why is it that a nice guy can have EVERYTHING … an amazing car, a multi-million-dollar income, an Ivy League education, good looks, the world's nicest personality … and still often lose a woman to the "bad boy" with dirty clothes, a bad attitude and hardly a cent to his name?

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For so long it never made sense … until we discovered that the answer lies in EMOTION. The "bad boy" makes the woman *feel* something the nice guy can't. He's exciting, he's dangerous and he connects with her on a *visceral* level. And no amount of benefits and qualifications our boring Ivy League friend can bring to the table will make her feel differently.

Sure she might someday *settle* for him out of necessity – maybe even for a man with far fewer benefits to offer. But she'll always have a place in her heart for that "bad boy" who makes her feelings run wild – and when she sees him she won't be able to look away. He'll nearly always command her instant attention.

Likewise, a prospect might occasionally settle for an ad leading purely with benefits. But in countless split tests, Clayton's found that the emotional "bad boy" package often trumps the pure benefit ones by a wide margin. For example, look at **Figures 10-1 and 10-2**. On those pages are two ads for the exact same product.

On **10-1**, you see how the headline and lead of the ad are based entirely on benefits. There's very little emotion involved. The product's name is given (which you'd rarely do in a dominant emotion approach), and the headline is a simple statement of benefit.

On the other hand, the ad on **10-2** is *extremely* emotional! You can tell immediately from the headline, **"This Health Disaster DIDN'T HAPPEN"** which taps not only into the fear of heart problems but the desired feeling of relief that comes from avoiding them.

The deck copy on **10-2** dimensionalizes the deadly problem that was averted (which deepens the feeling of fear) and never once do you see the name of the product. In looking at this ad, it's really kind of hard to even tell that a product is being sold. It looks like a mysterious and believable expose on avoiding life-threatening heart complications.

Now can you guess which ad pulled better? If you said #2, you're right! And now that you better understand the psychology behind this approach, it makes sense doesn't it? Ad #2 is the clear "bad boy" of the duo – mysterious, seductive, visceral and it makes it hard to look away. Ad #1 is that boring nice guy who you can predict at every turn. Ho hum.

So this "bad boy" dynamic is something you definitely want to harness in your copy. Just like the bad boy does, you want to attract your prospect with a

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Figure 10-1

The Heart Health Report
Introducing ENHANCED ORAL CHELATION™. This miracle could help you
Flush Away Artery Plaque.
It's the natural remedy doctors swear by.
Thick, gooey plaque silently builds up, choking off your blood supply...
A Safe, Clinically-Proven Remedy That Works
EDTA softens up the plaque and gunk in your arteries so you can flush it out of your system when you go the bathroom. Top scientists and 1,823 studies prove it detoxifies your body and unclogs your bloodstream.
Or your arteries can be as clean as a whistle, flexible and strong...
It Helps You Or It's FREE!
See Inside To:
✔ Enjoy lasting new energy
✔ Enjoy "feeling" in your limbs
✔ Conquer high cholesterol
✔ Beat high blood pressure
✔ Improve your breathing
✔ Experience super sex
✔ Detoxify your entire system
✔ Eliminate or reduce chest pain
✔ AND MUCH, MUCH MORE!
Receive Up To 10 FREE GIFTS
Worth $319.50

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Figure 10-2

Health News

Special Expanded Issue | Summer 2005 | U.S. Newsstand Price: $7.95

This Health Disaster DIDN'T HAPPEN!

24 hours ago, this innocent-looking white powder was PLAQUE — clogging a human artery and poised to trigger a deadly heart attack or a massive stroke.

It was flushed away before it could inflict its damage — with a *23-CENT food additive* that's so safe, it is FDA-approved for use in *BABY FOOD!*

REVEALED IN THIS ISSUE:

The heart miracle *NAMED INSIDE* has thousands DUMPING costly cholesterol and blood pressure meds and cancelling their date with the heart surgeon's scalpel!

Also in this issue ... **True-Life Stories *From The People Who Lived Them*:**

- Open Heart Surgery CANCELLED! ..... *Page 21*
- Angioplasty Postponed INDEFINITELY! ... *Page 6*
- BYE-BYE Blood Pressure Meds! ..... *Page 14*
- Cut Cholesterol Like MAGIC! ..... *Page 21*
- Angina Victim To ATHLETE! ..... *Page 11*
- And much, MUCH more! **LOOK INSIDE NOW!**

ALSO INSIDE: **Crucial health news for you — if you're suffering from ...**

● Edema ● Shortness of Breath ● Numb, Painful Extremities ● Enlarged Prostate ● Insomnia ● Hearing Loss ● Fatigue ● Vision Problems ● Back Pain ● Age-Related Memory Problems ● Skin Problems ● And *MORE!*

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series of visceral statements (beginning with your headline!) that are emotionally irresistible. Statements that suck your reader in and make it impossible to look away.

Once you've grabbed your prospect's attention this way and demonstrated that you're different, *THEN* you can prove that you've got all the benefits, qualifications, and positive things to offer. This way, your ad becomes the James Bond of the direct response world: Sexy, dangerous and emotionally irresistible … while at the same time being classy, highly credible and bursting with benefits.

PHASE TWO: Spotting this Secret in Other Industries

Now that you're getting the hang of this whole dominant emotion thing, let's sharpen our understanding with some examples from other industries. It's something that helped me "get" the whole concept and begin applying it to my own promotions.

Setting aside much of the ridiculous advertising that the jokers on Madison Avenue put out, the best forms of brand advertising often use this same dominant emotion principle.

Think about it – what does the Marlboro man communicate? Clearly, the dominant emotion is the *feeling of being cool.*

Just how did the advertisers stimulate this emotion? First, they showed you pictures of a masculine man – a rugged, five o' clock shadow faced-man that looks strong and tough. Second, they made him a cowboy, one of society's strongest symbols of strength and coolness. And third, they originally showed this man's hand with a tattoo on it.

When consumers saw this image, they immediately associated this feeling and desire for feeling cool with Marlboro … and PRESTO … one of the single most successful ad campaigns in history was launched!

And despite the very masculine image in the advertising, even women began buying the cigarettes so they could start feeling cool, too. It was an almost universal appeal that immediately made them the #1 sold cigarette in the world. The product became a gateway for the powerful feelings so many people wanted to experience on a regular basis. Marlboro became the easiest, most affordable way to feel cool in existence.

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Infomercial Moguls Understand this Secret and Milk it for All It's Worth!

The owner of the informercial company behind the Abslide, the Ultimate Chopper, Walk Fit Orthotics, and Miracle Blade really knows his stuff.

He's taken these products and turned them into household names – and raked in billions in sales as a result. And his research teams in China are hard at work creating new products for his direct response commercials – so the profits can keep rolling in.

What's the secret of his success? He's honed his intuition for the distinct emotional appeal of a product to ridiculous perfection. He can instinctively tell how strongly people will feel about a product – and this in turn determines if it will be a success or not. His intuition is so good … over the last 5 years EVERY product he's ever sold has grossed at least $50 million! He's had dozens and dozens of huge winners.

His most successful infomercials didn't lead off with the benefits, the savings or any other typically advertised element. Instead, the ad for one of his kitchen products would often show a woman making a huge mess in her kitchen. She'd always be looking terribly frustrated.

The narrator would then ask something like, "Are you tired of making a mess … Are you sick to death of preparing for hours – only to have your cleanup last even longer?" The opening lines were meant to grab your attention, but they usually did NOT state any overt benefit. Rather, they instantly connected with the frustrated feeling of not having utensils that work. Or the outrage of having to work so hard in the kitchen.

Notice they do exactly what Clayton does in his own promotions. Once they'd seized your attention emotionally, they'd quickly transfer that attention to the amazing benefits of the product that solved the problem.

Check out the example we've listed on the following website address: http://www.buysmartware.com/intro.html.

You'll see the same exact pattern at work. The headline is essentially saying, "Man, isn't this frustrating? Isn't this horrible? It's actually DUMB to be doing this – you don't have to feel like this over and over!" And immediately all of the women and guys who cook at home are nodding their heads and going "YES, that's true!"

Then, once your attention and emotions are stirred, it says, "And now presenting the amazing Smartware …!" The narrator quickly begins detailing all

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the exciting benefits and advantages of the new kitchen product.

We highly encourage you to view the example – it's just a few minutes long. It shows you how an infomercial can immediately tap into the dominant emotions of a prospect and then quickly transition to the believable promises of benefits that will change his life.

It's amazing how universal this approach is. But soon you realize that it's based on deep human psychology – which is why it works no matter what the medium is.

Never forget: If leading with strong emotions works consistently for an infomercial mogul who never sells less than $50 million of ANY product, it's bound to work wonders for you!

The Emotional Impact of a Sexy 50-Year-Old Grandmother

Another really great outside example of leading with emotion is the Bowflex commercials that became one of their most successful advertising campaigns ever. The commercials featured a super hot fifty-year-old woman. She and her boyfriend (who looks like he's in his 20's) are hanging out by the pool and she's in her bikini, looking totally spectacular.

As a viewer, you just can't help remembering how powerfully it seized your attention. Especially if you're a guy, just about any picture of a sexy woman in a bikini will seize your attention. But this was different. This woman was 50 and she looked so young it was shocking!

So by headlining their ad with this gorgeous woman and then revealing her age, it really grabbed many people's attention on a deeper, visceral level. It forced us to watch the rest of the ad and be pitched all the benefits and options for purchasing a Bowflex!

Plus, it was especially effective for women because it activated a deep emotion in so many of them. So many women were watching it and thinking, "Wow, she really looks better at fifty than a lot of people do in their twenties." Their own feelings about their weight, looks and appearance started to surface … and then they thought, "Well, if Bowflex can do that, I want that too." So in this case the dominant emotion was a positive one – the urge to feel young and sexy.

It also powerfully stimulated the feeling of envy and made it *actionable.* If you want what this woman had (which most American women do!), then you were able to easily take action on this envy by ordering your Bowflex.

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It's easy to see why connecting the Bowflex product to deeper emotions – especially in women – made this campaign such a runaway success!

PHASE THREE: Put Two Common Myths to Rest and Watch Your Emotional Ability Soar!

If you've followed Clayton's writing and teaching for very long, the odds are you've been exposed to a big fat myth – one that misinformed people have been spreading about his take on benefits. This has been spread on blogs, message boards, forums and more. As mentioned in the beginning of this chapter, Clayton's frequently written in *The Total Package* about the power of the dominant emotion approach. He continually revealed that, in his experience and testing, big benefits are rarely enough to survive in today's direct marketing trenches.

But people seemed to interpret this as though he's against presenting or focusing on the benefits in sales copy. With this false interpretation, a myth was born. The fact of the matter is, Clayton NEVER said such a thing! In fact, he clearly said that his strongest promotions often lead with the dominant emotion(s) his prospects are feeling and then quickly connect the strongest benefits of the product to those emotions.

You can most easily see this by simply looking at his dominant emotion packages. In the last example we saw on **Figure 10-2**, a whole list of benefits are presented near the bottom of the page as testimonial cases. And if you look at **Figure 10-3** you see the same thing: It leads with the emotional headline, **"FINAL RECKONING On Wall Street!"** and then right after the deck copy you see a big benefit presented. The prospect is promised "crucial self-defense" and "windfall profit opportunities" with gains of up to 562%. Obviously, these are benefits!

Clayton does this on virtually every dominant emotion promotion he writes. The benefits are always presented upfront, right AFTER he's led in with the strong emotion.

Again, remember why it's effective to do so: You avoid the deadly sales resistance that usually occurs when a prospect sees nothing but benefits in a headline … And you harness the visceral, seductive power of the "bad boy," offering your prospects a thrill … and an emotional outlet for their frustration and boredom.

That way – when his eyes get to the benefits – his attention is much

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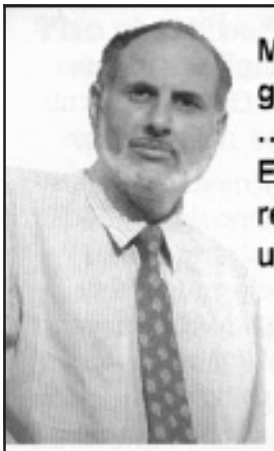
Figure 10-3



MARTIN D. WEIS[illegible]st who correctly forecast the great TECH WRECK of 2000 ... the BLUE CHIP BUST of 2001-2002 ... the GOLD STOCK EXPLOSION OF 2002-2003 ... plus the ENERGY BOOM OF 2003-2004 ... and whose best investment recommendations have SURGED 562% in these tricky times, unveils his ALL NEW forecast for 2004-2005:

FINAL RECKONING On Wall Street!

Massive, Out-of-Control FEDERAL DEFICITS Are About To CRASH Stocks ... CRUSH Bonds ... SQUASH the Dollar ... Send Interest Rates SOARING ... and Threaten the Life Savings of MILLIONS of AMERICAN INVESTORS!

INSIDE: Crucial Self-Defense, PLUS 5 Windfall Profit Opportunities for 2004-2005: Aim for 144% gains ... 413% gains ... up to 562% GAINS in the Great INTEREST RATE EXPLOSION ... DOLLAR COLLAPSE ... STOCK MARKET STALEMATE ... GOLD STOCK BONANZA ... and ENERGY WINDFALL OF 2004-2005!

By Martin D. Weiss, Ph.D.
President, Weiss Research

When was the last time YOU had advance knowledge of a future event that could turn a molehill of cash into a veritable mountain of money?

When was the last time you not only foresaw the event, but also had strong evidence of *when* it was going to occur, AND knew the investments and strategies most likely to turn the event into windfall profits for you?

That's *precisely* the kind of priceless knowledge that's available to you now ...

Pardon me for being blunt — but it is absolutely *critical* that you fully understand this:

A colossal new economic force is already beginning to impact the U.S. economy and investment markets ...

A force that, on the one hand, has the power to render many of your current investments nearly worthless ...

(Continued ...)

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higher than normal and his resistance is lower. You get the best of both worlds!

Banishing the Myth About Always Being Able to Predict Winning Headlines

Clayton also often gets the question, "How do you know if a headline will be a winner?"

First off, he never knows 100% if a headline's gonna work. That's a myth people assume about world-class copywriters. Nobody really knows this in advance. But for him, the best way to judge is the visceral feeling he gets from it.

Clayton's not a formula writer. He thinks rules are for unimaginative slugs. He's a libertarian by nature and he better FEEL it in his gut, or it sucks. If he DOES feel it in his gut, it's good. And the stronger he feels it, the stronger it is.

That's one of the things you really get from talking to him, watching him crit copy, and studying his packages. You look at a really good headline and it just hits you on a different level. You can easily imagine others being totally stopped the second it hits their eyes.

Over time you'll learn how to better "judge" a headline in advance – especially the emotional kind. Just remember that it's really a visceral thing. It all comes down to the FEELING you get.

Here's a simple test for predicting success: If you read a headline, and you feel like you're at the site of a train wreck that's about to happen, where nothing could prevent you from looking away – you got something.

On the other hand, if you're rationalizing and intellectualizing it, over-thinking it – then you've probably ended up with something that may be benefit-laden but flat. Just because it fits some kind of classic guideline, or contains a powerful USP doesn't necessarily make it a good headline.

So keep practicing and studying winning emotionally-driven packages and you'll eventually develop a sense for statements that hit your prospect in a visceral, emotional way.

PHASE FOUR: Taking the Industry's Most Dominant Emotions and Using Them to Create Monster Winners

In this next section, we're going to give you the tips and strategies for using some of the most powerful emotions you'll ever see in winning copy. Each explanation will reveal why your prospects are feeling a certain way.

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Then it'll show how to use this knowledge to get deep into their mind and feelings. Once you've done that, you'll be in position to put their feelings into words … in your headline,

First off, one of the strongest emotions you'll ever harness is anger. Anger most often surrounds the issue of injustice, fairness and expectations. Your prospect naturally expects doctors to care about his well being and health. That's their purpose and the real reason they exist. But all too often this isn't the case – doctors have anything BUT his well being in mind. And that's grounds for anger!

See how that works? This injustice is the root cause of the anger. And seeing how anger is caused allows you to spot other opportunities for harnessing that emotion. ANY time somebody has expectations that are not being met – any time there's a difference between what's fair and what's actually happening – there's almost undoubtedly going to be anger present.

It also happens all the time in the investment market. Brokers, CEOs, Wall Street advisors and other people in positions of authority claim to exist and promote themselves as existing for the purpose of helping protect and grow your prospect's money. They're supposed to be making his life easier, helping him build his nest egg, and warning your prospect of impending danger to his financial security.

BUT all too often they DON'T. Many people in these positions abuse your prospect, lie to him, take his money and ruin his financial future. This is the opposite of what he expects and sees as fair, and it makes him justifiably furious.

Emotional "Positioning" Secrets that Built the #1 Newsletters in the Health and Investment Markets

Now that you understand how anger is caused, you're in the perfect situation to do exactly as Clayton did with the positioning of Dr. Martin Weiss in the investment market and Dr. Julian Whitaker in the health market. (If you're not familiar with their stories, go back to Chapter 1 and review Clayton's relationship with them.)

Both became the LEADING advisors (with the #1 newsletters) in their respective fields because Clayton saw an opportunity to position them in complete opposition to those so-called "authorities" his prospects were already angry at. While drug companies, mainstream doctors and surgeons were violating the trust of their patients and consumers, risking their lives, humiliating

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them, killing their family and friends … Dr. Julian Whitaker was doing the EXACT OPPOSITE.

He was actually following through on the true role of a doctor, he was protecting their best interest and he was fighting and speaking out against those not doing the same. This was so emotionally vindicating for prospects in the health market!

The same was true in the investment market with Dr. Weiss. While greedy brokers, CEOs and money managers we're robbing clients blind, Clayton positioned him as the #1 advocate of investor safety. Dr. Weiss was actually *delivering* on the false promises that infuriated prospects about all the mainstream investment authorities.

By positioning his editors this way, Clayton's copy magnified the feeling of anger that was already welling up inside his prospects. He made them incredibly hungry for a solution to that anger.

Of course, signing up for Dr. Whitaker and Dr. Weiss's newsletters then became the perfect way for prospects to vent and release their anger and frustration. This then allowed them to get all the functional and emotional benefits (health, wealth, freedom, security, trust, and more) they so desperately wanted but were unable to do through the heartless "authorities."

In fact, you can see this clearly on **Figure 10-4**. Notice the headline for a winning promotion for *Health and Healing*, with the headline, "**Is There Anyone Left WE CAN TRUST?**" It wasn't written by Clayton (the writer was Arthur Johnson, actually) and yet it still so clearly carries on the original positioning of Dr. Whitaker as someone who can *really* be trusted. Someone protecting his prospect from those who've abused and angered him.

So look for situations where your prospect might be angry about something, where his sense of fairness and justice is being violated; then position your spokesperson and product as the hero, someone your prospect can trust and soothe this anger. Just like Clayton did, you may open up an entirely new sales appeal and quickly become #1 in your industry!

This "Tabloid Favorite" Will Make it Impossible for Readers to Ignore Your Headline

Another red-hot emotion is betrayal. What makes betrayal so powerful? You can get an instant glimpse of its power by looking at the covers of tabloids. Hollywood affairs – extreme cases of betrayal – are often among the very hottest types of headlines and cover stories.

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Figure 10-4

SPRING 2005 $5.00

HEALTH & HEALING Consumer ALERT!

INSIDE:

A NEW REVOLUTION sends costly old "cures" to the scrap heap!

NEW! CRASH CURE FOR ARTERIES works in 3 weeks and won't cost you a cent. Even cures hypertension for everyone in new study ..... **Page 4**

SEVERE STROKE DAMAGE FIXED in as little as 14 days! Paralyzed patient walks and becomes "a bundle of energy." ..... **Page 5**

PROSTATE CANCER ROUTED in only 2 weeks! Tumor-riddled prostate normal. Gene breakthrough fights breast cancer too... **Page 6**

"PERMANENT" DIABETES DAMAGE reversed in 72 hours! Common vitamins and minerals save eyes, feet, limbs. Pain lifted in 30 minutes!..... **Page 8**

4 OUT OF 5 BAD BACKS CURED with CORN SYRUP? Yes! Hundreds of patients pain-free for years. Surgeon complains "You're putting me out of a job!" .....**Page 10**

8-MINUTE MEDICAL MIRACLE rebuilds shapely muscle even in 90-year-olds! .....**Page 17**

Vioxx! Teen antidepressants! Coral Calcium!

Is There Anyone Left WE CAN TRUST?

(POTOMAC, MD — SPRING, 2005) **It's bad enough that drug firms** made billions from pain pills linked to heart attacks. But now, hordes of hucksters are swarming into alternative medicine too! *Everyone's* peddling unproven, unsafe "cures" that cost hundreds or thousands of dollars a month. Does anyone out there still care about saving lives?

YES! ONE LEGENDARY DOCTOR is proving that cutting-edge cures can be safe and cost nearly nothing...

For 25 years, Dr. Julian Whitaker has led the charge against this cynical gold rush. He warned about the risks associated with Vioxx right after the drug first appeared. He personally launched the crusade to end the coverup about antidepressants and teen suicide. And now he's launching a new revolution that makes cutting-edge medicine practically free! See inside how he's healing "incurable" illness with undreamed-of speed and power, *using nutrients that cost nearly nothing…*

(Continued on page 2 inside…)

40,000 PATIENTS PROVE IT!

Julian Whitaker, MD, is *truly* a living legend. Featured on *The Today Show, Good Morning America, Larry King...* quoted in *The New York Times, The Washington Post, Time Magazine...* he's healed thousands of real patients for 25 years, and his new breakthroughs are about to change alternative medicine forever…

(Continued on page 3…)

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Just as a quick example: Recently, a blockbuster headline for the Enquirer read, **"Angelina says … "It's NOT Brad's Baby!"** and the story was all about how Angelina had been sleeping with her ex while still with Brad. Even more shockingly, that the baby might not belong to Brad! This is betrayal at its finest – it grabs you and forces you to keep reading.

And if you study the tabloid stories and copy based on betrayal, you'll see that the root of this emotion is deception. People feel betrayed when they've been expressly deceived about something. Often it'll be when they've been blatantly lied to by someone pretending to be helpful and trustworthy.

That's exactly how this emotion is exploited in the health, investment and other markets. Clayton uses the betrayal theme most when there's a dirty, outright deception being perpetrated against his prospects. Like when CEOs greedily urge people to buy the very same stocks they're secretly dumping behind the scenes. Or when pharmaceutical companies *knowingly* hide the danger of their drugs and end up killing innocent people.

It also helps to see that betrayal is a very specific form of anger. It's impossible to feel betrayed without feeling angry as well. To use it, simply look out for strong instances of deception – ones that you know will trigger this feeling in your prospect. Then see if you can create a statement that captures the full impact of this strong feeling.

Often times, the word "BETRAYAL!" or "BETRAYED!" is enough to grab your prospect's attention and bring them into your deck copy. This one-word headline is used in tabloids with fantastic success and Clayton had a big winner with the simple headline, "Betrayed AGAIN!"

Once you've grabbed your reader with this strong feeling, it's up to your deck copy to intensify and dimensionalize the feeling further. This will keep him reading. If you can make it personal and believable, you're almost guaranteed to keep his attention level high.

What You Can Steal from one of Clayton's Best Ever "Betrayal" Promotions

If you look at **Figure 10-5**, you'll see a big winner that Clayton based around the feeling of betrayal. At the time of its writing, investors had gone through some major downs, including Earnings Scandals, Brokerage Scandals and they were experiencing this emotion very deeply.

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Figure 10-5

Just as you're beginning to think it might be time to buy stocks again, the GREATEST FINANCIAL SCANDAL EVER is going to sucker-punch Wall Street like Smokin' Joe's left hook:

The Ultimate BETRAYAL Of The Stock Market Lambs

Our own government is now engaged in the most obscene accounting fraud of all time – nearly 100 times WORSE than the

→ Six months before the TECH WRECK smashed stock values in 1999, I warned you it was coming.
It happened.

→ Eight months before CORPORATE EARNINGS SCANDALS smashed stocks in 2001, I warned you they were coming.
It happened.

→ Four months before BROKERAGE SCANDALS hammered stocks in 2002, I warned you they were coming.
It happened.

→ Three months before DEFLATION hit US shores in 2003, I warned you it was coming.
It happened.

Rated The #1 Top Performing Investment Newsletter for the period March 2002 to Feb-

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This headline captured exactly what they were feeling and dimensionalized the feeling further by showing that, instead of brokers or big company fat cats betraying you … it's YOUR OWN GOVERNMENT involved in the most "obscene accounting fraud of all time!"

Notice also the use of the word "Lambs" which did TONS of emotional work. First of all, it's again very Biblical which automatically stimulates a strong visceral reaction. In the Bible, lambs were typically slaughtered and sacrificed. So in addition to betrayal, likening the investor to a "Stock Market Lamb" also stimulated VERY powerful images of bloody slaughter, fear and helplessness that come from being in such a position.

That's why this promotion hit home for so many investors – these are ALL feelings that the investor experienced in relation to the stock market, to brokers, and to the government. So this headline immediately called forth the dominant feeling the investor had in these relationships, and amplified the feeling with the phrase, "Ultimate Betrayal." And then it made the whole experience very real and believable with the explanation of the accounting fraud and Weiss's track record in making predictions.

Just like Clayton did here, look for places in your research where your prospect may have been outright deceived about something – where someone knew the truth and lied to him anyway. There will always be the feeling of betrayal present. Put that feeling into words as powerfully as possible and watch the response miracles begin blessing your career!

One of the Hottest and Least-Known Ways to Drive Your Prospect to Action

Revenge is the next red-hot emotion you need to know about, and it's the natural extension of anger and betrayal. Plus, it's the most *actionable. It*'s part of what motivates your prospect to reverse those angry/betrayed feelings and want to make things better. Know that if he's angry about something – like being abused and humiliated by doctors or about being ripped off by his broker – he'll also be very motivated to exact revenge on them.

Once you've captured this feeling and put it into words, it's your job to position your product as the way *he'll g*et his revenge. That's what Gary Bencivenga did in his famous, "Lies, Lies, Lies" promotion. You can see it so vividly in **Figure 10-6**, "We investors are FED UP with everyone lying to us and wasting our money!" This is a statement that targets the frustration and betrayal

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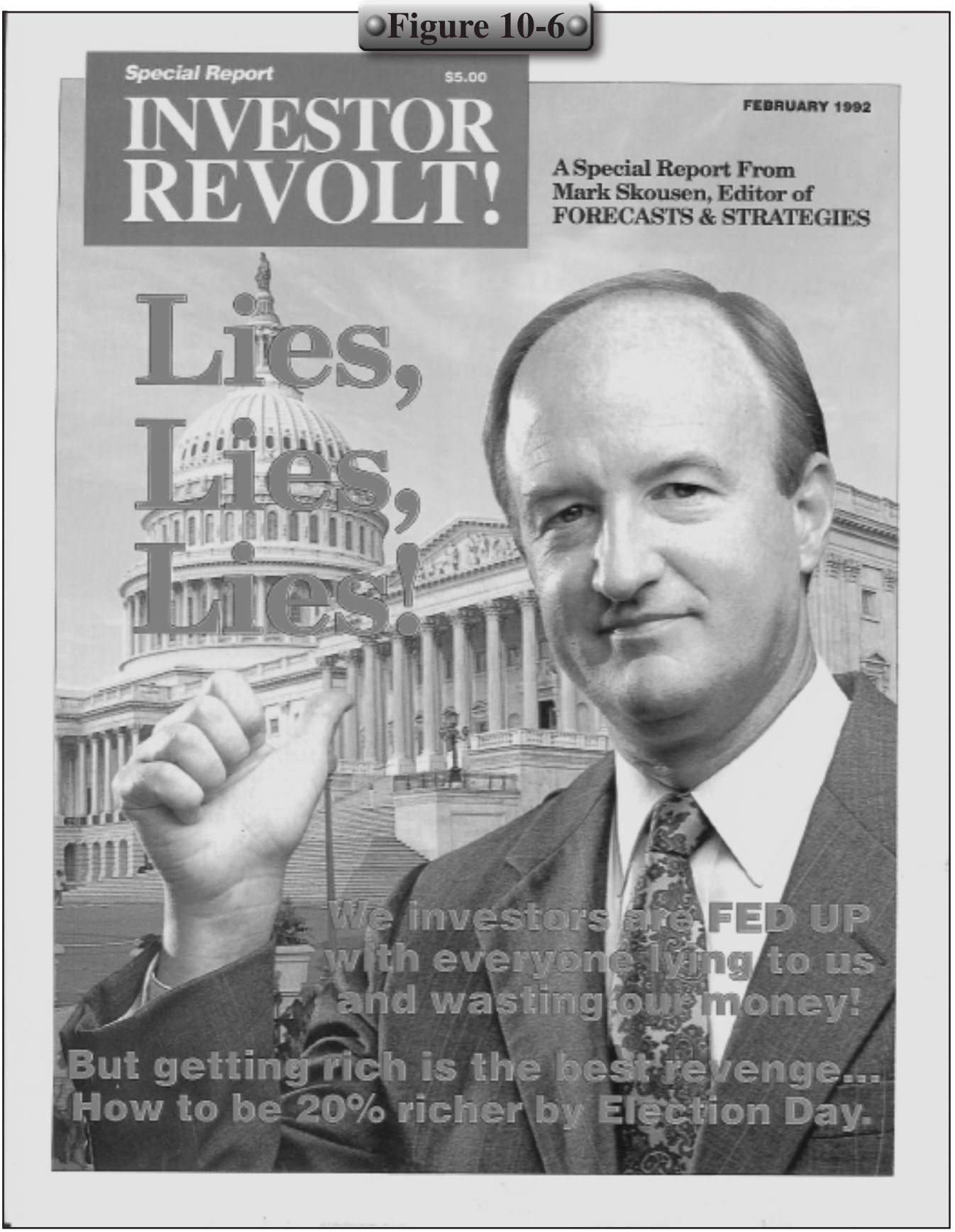
Figure 10-6


Special Report
$5.00
INVESTOR REVOLT!
FEBRUARY 1992
A Special Report From Mark Skousen, Editor of FORECASTS & STRATEGIES
Lies, Lies, Lies!
We investors are FED UP with everyone lying to us and wasting our money!
But getting rich is the best revenge... How to be 20% richer by Election Day.

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experienced by investors. Then the next line ("But getting rich is the best revenge.") obviously triggers the thirst for revenge.

See how he positioned his product as a way to get revenge on those who were lying to him and betraying his trust? That's part of why it worked like gangbusters! It's so natural and it's what prospects were already feeling – once they saw it on paper, you can see how they thought, "YES! That's how I feel! This is for me …"

Moreover, many of Clayton's biggest winners for Weiss tapped into the prospect's desire to exact revenge on the deceptive CEOs, greedy brokers, and crooked politicians. Clayton then gave his prospect the option of ACTING on this feeling by responding to the offer. Just like Gary's package, the sweetest revenge for Clayton's investment prospects is "getting rich" at their expense. This is why it's so powerful to connect your prospect's desire to make big money in the market with the emotional vindication of getting revenge on his enemies.

When you use the revenge emotion, make sure it's something that your prospect will genuinely feel in relation to the situation. (For example, your prospect WILL NOT want to get revenge on beer companies for tricking him into thinking that the beer is going to get him hot women.) It's gotta be something he's naturally beginning to feel anger and revenge toward.

Once you do that, your job is to set the conditions so that your offer is seen as the perfect and ONLY way to get back at the perpetrators.

The Most Powerful Emotion for Compelling Your Prospect to Read NOW

Fear is one of the strongest driving factors you'll ever harness in your sales copy. Fear – when properly triggered in your headline – freezes your prospect and he's almost forced to look at what is happening.

One critical thing to realize about fear, however, is that it cannot make the sale alone. Fear needs to work in tandem with greed (the emotion we're going to cover next) to be most effective in selling. Fear is a very forceful way of stopping your prospect dead in his tracks, and practically forcing him to read your message. It also works powerfully in convincing him that he needs to do SOMETHING NOW to avoid the dire consequences presented in your copy.

Clayton did this time and time again with Dr. Weiss in the investment market, especially at times when the market was uncertain and his prospect's feelings of fear were beginning to peak. Just look at the example on **Figure 10-7**. The headline, "Take Your Money and RUN!" clearly targets the fear emotion. This promotion went out at a time when all kinds of problems were

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Figure 10-7

SAFE MONEY REPORT

TIME-SENSITIVE RESEARCH REPORT

Not a broker. Not affiliated with any company. Totally independent.

Martin D. Weiss, Ph.D. — America's #1 Investor Advocate — and the **ONLY** advisor to warn MONTHS IN ADVANCE about ... ■ The great TECH WRECK of 2000 ... ■ Debilitating BROKERAGE SCANDALS at Merrill Lynch, Morgan Stanley and others ... ■ Shocking EARNINGS SCANDALS at Worldcom, Enron, Kmart, and others ... and who led his clients to alternate investments that generated up to **307% PROFITS in 2002** — issues his most *urgent* alert yet ...

"Take Your Money and RUN!"

Another year of hard times is ahead for your income, your retirement and your stocks!

In this timely report:

Get a HEAD START preserving your wealth and earning up to 300% PROFITS, despite:

- **Volatile stocks & bonds and a shaky U.S. dollar ...**
- **MILITARY CHAOS: Terrorism, war & rumors of war**
- **GOVERNMENT CHAOS: Soaring budgets, skyrocketing deficits & Social Security cuts**
- **CORPORATE CHAOS: Plummeting earnings, crashing pension plans & soaring bankruptcies**
- **PERSONAL CHAOS: Rising unemployment, pension & Social Security collapses and declining home values**

What you MUST do NOW to GUARD what you've GOT ...and turn CHAOS into CASH in 2003!

You are now staring down the barrel of a financial apocalypse that will ...

■ Slaughter the earnings of hundreds of the world's oldest and wealthiest banks ...

■ Smash hundreds of multi-national corporations and thousands of smaller companies to pieces ...

■ Level the economies of Japan, South Korea, Southeast Asia, Latin America, the European Common Market countries, and, yes, even the United States, and ...

■ Trigger one of the greatest destructions of personal wealth in our lifetimes — driving the DOW to 5000, creaming the Nasdaq to 800, and cutting the value of your stocks by half or even more.

Sure — you're going to see explosive short-term rallies from time to time. They're to be expected in a giant bear-market like this one. And unfortunately, these dramatic surges will lure many desperately optimistic investors back into stocks.

And sure, Washington is now in an absolute panic to put a band-aid on the gaping head wounds of the economy, and convince you that Wall Street is safe again.

But if you count on Washington to bail you out, you're practically begging to get scalped — just like the millions of investors who got skinned for a staggering $10.5 trillion from peak to trough in 2000-2002. TEN AND A HALF TRILLION DOLLARS IN LOSSES! That's as much as America's total GDP — the amount produced by every business, and every American — in a whole year!

The simple truth is, the bear market can NOT end ... the next bull market can NOT begin ... until there are no more hidden shocks waiting to ambush investors.

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looming in the market – and they were on the forefront of prospects' minds.

Why is the fear emotion so effective at forcefully grabbing your prospect? Probably because there're such powerful consequences for NOT reading what you have to say. If you've done your job, your prospect will see how big a risk he's taking by ignoring your promotion. So it aggressively forces readership.

This is why Clayton would often begin many of his hard-hitting financial promotions with the statements like, "You can't say I didn't warn you" and "If you had accepted a FREE copy of my X report, you would have saved yourself from massive losses in the Tech Wreck disaster …" He's reinforcing the risks and problems his prospect has already taken by not heeding the editor's advice. And he's strengthening the fear by showing that now, the risk is even bigger. He's essentially saying, "Do not make the same mistake AGAIN!"

How to Combine Fear with Topical Events for Explosive Lifts in Response

Again, one of the biggest keys to making this fear-based approach work is believability. It's got to make sense in your prospect's mind why he should be afraid or he'll just quickly dismiss your headline as an attempt to manipulate him.

One of the keys to making the fear more believable is to connect it to a strong topical event or trend, just as Clayton did in the example we just looked at (**Figure 10-7).**

You can see this in the different instances of "chaos" (military, government, corporate, personal) that the deck copy bullets reveal. They raise issues that are almost certainly on the prospect's mind, things he's already having a conversation with himself about.

Because these trends were something his prospect was likely already aware of, it increased the chances that he'd actually feel and *believe* the headline and deck copy. It ups the chances of him seeing the substantial risk in not reading further. So if your headline can accomplish that, it's done its job. He's now reading your promotion with great interest and urgency.

From that point on, you simply continue to dimensionalize and make the fearful possibilities as believable and compelling as possible. And then you transition to showing exactly how averting this disaster will not only free him from the scary problem, it can also give him so much more!

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This brings us to the next emotion …

The Dominant Emotion that Fuels Nearly Every Sale You'll Ever Make

First off, greed is a much broader and more pervasive emotion than most people ever realize. It's not just about money – it's the thirst for more of anything. Want more energy? That's greed! Want more TV channels? That's greed as well.

Of course, there are always sub-emotions present: The young man who wants more dates is also motivated by pride (He'd like to be seen as a ladies' man.) … lust (Okay, no explanation needed!) … embarrassment (It's embarrassing to be home alone on a Saturday night.) and others depending on the person. But the center of this whole complex – the glue holding it all together – is greed. It's that dissatisfaction with the present and the urge to have MORE in the future that fundamentally drives us to purchase things we don't need for survival.

The biggest problem with greed is that everybody knows it works and most prospects have become desensitized to attempts to trigger the feeling. ALL of the thousands of advertising messages he sees everyday are looking to tap into his greed – his desire for more. That's why – more than any other emotion you stimulate – your attempts to tickle and cajole deep feelings of greed MUST be accompanied by maximum credibility.

Do this properly and the greed you create will act like a ten-ton magnet that pulls your prospect in with massive force. But ignore the need for credibility and it's like you turn the magnet around to the wrong side – the side that actively repels things. You actually push your prospect away!

Plus, the greed emotion is versatile – you can couple it with any of the negative emotions for a strong push pull effect. Your prospect will want to end frustration and gain something (greed). He'll want to release fear and again gain a benefit (greed). You get the point. Whenever there's a negative emotion pushing him around – like anger, betrayal, fear, etc. – there's also an opportunity to pull him in deeper with greed. You boost the power of greed by showing your prospect everything he'll get when he releases the negative feeling.

Making Greed Work in Whatever Market You Want

The key to putting greed to work in any market is to make it highly targeted. By that we mean that the more you can nail EXACTLY what your prospect

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lusts after, the more effective it will be. That's what master copywriters do. They get deep into *the* minds and hearts of their prospects and figure out what their prospects want more than anything in the world. Things they would practically sell their soul to get!

Then they articulate those deep desires in a way that the prospect can't help but notice. He sees the headline and it feels meant for *him.* He must continue. That's exactly what happened when golfers read the headline:

The Amazing Secret Discovered By One-legged Golfer Adds 50 Yards to Your Drives, Eliminates Hooks and Slices … And Can Slash Up to Ten Strokes From Your Game Almost Overnight!

More than anything, the golf prospect wanted to add distance to his drives, eliminate frustrating hooks and slices and slash strokes from his game – as fast as humanly possible. The laser-like precision of this promise really got his greed going.

In 2006, Clayton conducted hot seat sessions and viewers really got to see his ability to zoom in on the strongest, hottest desires – the ones that really get the prospect's greed glands flowing. In one session, he looked at a promotion selling real estate options where prospects could make fast money in real estate without ever actually owning the properties. It had the headline:

It's About *Time* …
"Real E*s*tate Profits for the Impatient"

This is a very average headline. Yes there's a benefit, and you can see how there's some greed there. But there's no specificity, credibility or hook at all. It's way too easy to ignore.

Clayton's suggestion was much more powerful. Here it is:

Pre-head: WENDY PATTON – America's #1 authority on rapid-fire real estate investing who successfully closes a profitable deal every 11 days – invites you to join the profit party …

Headline: All the Red-Hot Homes, Condos and Other Prime Properties You Want:
Just $5,000 Each!

Don't you see how much more this headline might get someone's greed juices flowing? It's phrased in a way that makes it highly desirable, instantly hitting you on a more emotional level. And if you're interested in real estate, you must read on.

Do you see how the credibility pre-head makes the headline claim more

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believable? In a way – when the credibility elements are there – your reader gives himself permission to get emotionally involved in the promise.

Our Next Emotion is Rampant in the Health Market

Scanning through scores and scores of winning health packages made me realize powerful feelings of frustration. Especially when a particular market becomes increasingly mature or sophisticated, as is often the case in the health market. Sophisticated prospects have heard certain claims over and over again and they're increasingly frustrated that the claims and promises of better health are not working for them.

Many blockbuster campaigns have been built around the prospect's innate frustration not only with the medical establishment – but also with the media and even other health authorities promising miracle cures and solutions that don't work.

Just like the other emotions we've covered, once you've aroused and amplified the feeling with your headline and lead – your prospect will seek out a way to remove the cause of frustration. He'll do it more aggressively when he's presented with a solution that not only ends his frustration – but also fulfills the precise positive emotional and functional benefits he dreams about.

To best use this emotion, speak directly to your prospect's causes of frustration and show him how you sympathize and feel for his predicament. If he's frustrated by the onslaught of "healing miracles" coming at him that don't work, let him know how much you hate them too. Badmouth those touting these phony miracles, debunk them, and let him know how you're different. If he's being barraged by outrageous get-rich-quick schemes from phony Internet marketers, tell him how that outrages you! Then show him how much more proven and different your approach is.

In contrast to betrayal, frustration is usually caused over a longer period of time. It takes a while for it to build. And – at least in direct marketing – it most often surfaces when a promise or claim has been made over and over again … but never fully delivered upon.

In markets where this has happened, you can bet your bottom dollar there are a good number of prospects getting skeptical about claims. And not just getting skeptical, but also feeling very frustrated.

They're frustrated because they aren't getting the results they've been promised … frustrated they've wasted

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time, money, and hope on something that hasn't worked … frustrated they've probably added unpleasant disciplines or made life changes – ones they might secretly resent … frustrated because they really WISH they could believe advertisers but refuse to get burned again. They've got that, "I've had it up to HERE!" feeling and they don't know what to do about it.

It's your job to tap into and magnify these feelings in your prospect. And then tell him that you have the solution. Not only will you end his frustration, but you'll give him ways to realize his dreams about health, wealth or anything else!

This Hidden Link Between Anger and Frustration Has Created Huge Winners

You'll also see frustration as kind of an extension of anger – it's what you feel after anger has been building and goes unreleased. So recognize that when your prospect is frustrated, he's also a little bit angry as well.

That's why in successful packages, you'll often see these emotions working in tandem. The prospect may be frustrated with his health ailments and then even more frustrated that he's not getting results from either drugs or the natural "healing miracles" he was sold. This also makes him ANGRY … angry at those who've sold him things that don't work … angry at authority figures who don't seem to care … and much more.

Understanding this connection between anger and frustration makes your copy much more emotionally complete, in any market. For instance, in the health market, there are almost always opportunities to not only voice your prospect's frustration, but also to express the anger he feels toward those causing his frustration.

While not easy, tapping into your prospect's frustration is incredibly explosive. It's a way to go into a crowded marketplace and grab attention, when everybody's saying the same thing. Rather than lead with the same benefits everyone else is, you stand up and yell out, "Hey, I feel your FRUSTRATION! I understand what you're going through! I'm different. I'm not going to insult you with the same promise that everyone else is making over and over again."

When you do this, you powerfully differentiate your promotion and your product right away. It's impossible to get confused with all the other "me too" products lining up for a shot at your prospect's money. You understand what he's feeling and you're giving him an

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opportunity to end his frustration and anger at warp speed.

That's why it works so well. We've created and seen other writers generate impressive windfalls in very difficult markets using this emotion. Just like the last example we're about to look at …

How to Turn a Frustrated, Skeptical Market into a Swarm of Enthusiastic New Customers

On **Figure 10-8,** you'll see the latest cover for the blockbuster *Real Health* promotion that's been mailing for years and years. It's become one of the hottest health promotions ever written.

Just so you know the background, the health market had matured quite a bit over the years. When Clayton first started out promoting *Health and Healing* in the early 1990s, people we're blown away by all of the exciting natural cures coming out. Often just focusing on them was enough to woo prospects into buying.

But things have changed today. Nowadays your prospect hears the word "cure" and he's likely to think "Yeah, right" and just toss your mailing straight into the trash. He's heard it all and very few of these cures actually work, especially *not as fas*t or easily as many marketers are claiming. So there's been a lot of skepticism and frustration building over the years.

That's what made Arthur's original promotion so powerful. It came along with a frustration headline, "Had ENOUGH?" and did a fantastic job of addressing the skepticism and frustration that most people were experiencing towards these miracle cures being peddled. As well as the anger and frustration people felt towards medical "authorities" that were constantly giving prospects health "rules" that don't even work.

Plus, this promotion doesn't just make an enemy out of drug companies and the medical establishment – which copywriters have done since the newsletter business began. This goes one step further and puts even the other "natural" doctors and health advocates on trial. In doing so, it tapped into the prospect's even deeper frustration of being told he needs to give up everything he likes: coffee, tobacco, red meat, sunlight, and more. Not only that, he's been constantly told to drink 8-10 glasses of water, eat a diet of almost all vegetables, exercise for an hour a day – all pretty unpleasant stuff for him.

Prospects in this market had begun to feel that everything they like to do is "wrong" and "unhealthy." And that – to be healthy – they must do all this stuff

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Figure 10-8

Before you even *consider* joining a gym find out why one MD says:
"GET BACK ON THAT COUCH!"
While the fitness freaks keep pounding the pavement and pumping iron...just fluffing the sofa cushions could be your best exercise!
Open immediately for details on how you can:
✔ SAY "NO" TO THE VEGETARIANS because they actually *die* younger . . . . . page 32 inside
✔ STOP THE WATER TORTURE and prevent cancer by *enjoying your coffee* . . . . . page 1
✔ KEEP CHOLESTEROL LEVELS ABOVE 250 because *suzanne strokes sour* when it's lower . . . . . page 18
✔ GROW YOUR OWN NEW KNEE, elbow or shoulder with this astonishing *real* breakthrough . . . . . page 33
✔ WATCH GYM GOERS TURN GREEN WITH ENVY as you learn to build muscle without exercise . . . . . page 4
IF TV PROMOTES IT, THE GOVERNMENT LOVES IT AND...
The medical establishment only cares about profits, not patients.
See page 2 inside for the real road to lasting health...
Learn the facts of real health from medicine's most acclaimed MYTH-BUSTER! And let him show you how to shrug off your medical miseries IN THE NEXT 60 SECONDS
New: Open now for your 5 FREE SPECIAL REPORTS!

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they hate and eat all these foods they hate. It was all so incredibly FRUSTRATING.

Introducing Your Editor (or Spokesperson) as the Magical Answer to Your Prospect's Frustration

While the "Had ENOUGH?" headline is no longer being used, you can see how this latest version still taps into the feeling of frustration. The statement, "GET BACK ON THAT COUCH!" is both shocking, appealing, and taps into a prospects' frustration with everybody telling him to exercise. Also notice that this is something NOBODY (especially none of the authorities) is telling the reader. It immediately jumps out and commands his attention. That's the point we've been making about dominant emotion headlines all along.

Plus, on the right-hand side, Arthur gives a few very popular examples that had a high likelihood of resonating with the reader's frustration. Things like vegetarianism, water torture, and cholesterol – each of these gets the prospect nodding his head and thinking, "Yes, yes, yes … I'm sick of worrying about that stuff!"

Once that emotion has surfaced and been amplified, Dr. Douglass just comes out and effectively says, "Haven't you had ENOUGH of this nonsense? I have too! Besides, it's all junk medicine anyway. Just listen to me and you can enjoy everything you've been told is bad."

This is like the prospect's TOTAL DREAM – somebody who sympathizes with his feelings and frustration, somebody who knows his stuff, and who can liberate him from all of the typical agony and torture of getting healthy. Better yet, somebody who can show him how to get healthy by doing everything he loves!

Just like this example, we recommend you look for your reader's potential causes of frustration and then do what Arthur did. That means: (a) you tap into the feeling of frustration in your headline … (b) you amplify and dimensionalize it in your deck copy and leading paragraphs … and (c) you then position your product, editor or spokesperson as the perfect way to end this awful feeling and get everything he most desires.

Put the Power of Dominant Emotion Headlines to Work for You RIGHT NOW!

When you sit down to put together a Dominant Emotion Headline, you should first go back through this report. Pay extra special attention to each example. Seeing the control headlines and

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the reasoning behind them will get your creative juices flowing.

Once you really understand why these types of headlines communicate with prospects on a much more visceral and less threatening level, you'll be far more likely to create them yourself. It's like you've got new glasses for seeing what grabs and demands people's attention.

It's also incredibly helpful to look through a bunch of controls and constantly think about what emotion is being stimulated at each section. Examine how the emotion was brought into words … why the prospect might be feeling that emotion and … then think about what emotion the prospect really wanted to experience in that situation.

Another thing that will help you tremendously – although this sounds a little "new age" – is to work on getting in touch with your own feelings and emotions more deeply. This is something that masters like Clayton and Gary Bencivenga write/talk about before and it really does work. This process has helped make Clayton a naturally visceral, gut-level person who's able to feel what his prospects are experiencing.

Just like Clayton, developing the ability to put yourself in others' shoes can't help but make you a much better copywriter.

And we're confident that if you take these secrets to heart and study winning packages with the intent of bringing more emotion to your headlines (and copy) – it WILL happen for you.

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Action Steps

10 Dominant Emotion Headlines

In our last chapter, we worked through the process of creating some very powerful headlines. Now it's time to see what's possible when you add your prospect's dominant resident emotions into the equation.

Even if you ultimately choose not to use this approach in your current assignment, it's fantastic practice for the future. You never know when you'll encounter a huge opportunity to use what you've learned here.

Supercharge your Headline and Subheads with Dominant Emotions …

1. Get into the dominant emotion mindset … remember how the "bad boy" style advertising has much more of a visceral impact than "nice" advertising.
2. Spot strong emotional leads in other industries.
3. The strongest promotions often lead with the dominant emotion(s) your prospects are feeling and then quickly connect the strongest benefits of the product to those emotions.
4. Does your headline hit your prospect in a visceral, emotional way?

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5. Anger is a very popular emotion in direct response, and often surrounds the issue of injustice, fairness and expectations.
6. Other popular Dominant Emotions include:
    a. Betrayal
    b. Revenge
    c. Fear
    d. Greed
    e. Frustration

Think carefully about whether any of these emotions apply to your theme and Big Idea, and how you might be able to integrate one of them into another headline. See if you can create 2-3 that you think might be worth testing in the real world.

The more practice you have feeling and using these emotions in your copy, the better you'll get. This is also a great time to whip out your *Emotional Trigger Words* book and experiment with many of the lessons and emotions discussed in there.

If you do happen to create an emotional headline that you think is strong, move it to the upper part of your draft document (right before your logical argument) – along with the other strong headlines and deck copy you created last chapter. It's one of the variations you can test or submit to your client in your final draft.

In our next chapter you'll unlock the secrets contained in the direct response classic, *Breakthrough Advertising*. It's the single best way to master the *psychology* behind winning headlines – so that you can instinctively begin to match your efforts to the exact state of your prospect and market.

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Quick-Start Copywriting System

11

Breakthrough Advertising: A Step-by-Step Cheat Sheet

In this Chapter …

- Why *Breakthrough Advertising* is the most helpful, yet challenging book ever written about direct response copywriting. Master just a few of its lessons – and your headlines will nearly always resonate with your target market …

- The mindset secret that prevents you from ever becoming emotionally attached to a losing product …

- Eight secrets for making ANY section of your copy more fascinating and fun to read …

- And so much more!

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If you talk to insiders in this biz – including many of the hottest six and seven-figure writers alive – there's one book everybody puts on a pedestal.

It's the absolute gold standard when it comes to copywriting books, because it goes deeper than just about anything since Clayton began publishing *The Total Package*™ in mid-2005. Especially when it comes to understanding the underlying psychology required to create a winning headline.

That book? It's Gene Schwartz's *Breakthrough Advertising*, which can be found at:
/breakthrough/

The reason it's so highly regarded by all of these experts is simple: *Breakthrough Advertising* gives you the psychological insights you need to make your headlines consistently hit the mark – no matter what your market, product or service.

As you probably know, Gene was one of the four or five greatest copywriters of all time. His controls are legendary and he has positively influenced many of the great direct response marketers … like Gary Bencivenga, Ted Nicholas, Gary Halbert, Joe Sugarman, Clayton and many others – even famous marketing genius Jay Abraham credits a portion of his outrageous success to information he learned from Gene.

In fact, that's one of the beauties of *Breakthrough Advertising*. It's not just a book about copywriting. It's actually a book about opening up new markets for your product or service – and the process Gene reveals is absolutely priceless for anybody that's got anything to do with marketing.

So What's the Problem?

As amazing as this legendary book is, there's just ONE problem that plagues the countless copywriters and marketers who read it each year: It's almost TOO DEEP – making it incredibly challenging for up-and-coming copywriters and marketers to grasp and apply!

Many writers comment that they don't really "get" the information inside the book until they've read it at least 2-3 times, and have written LOTS of copy.

Unfortunately, if you're like most people in this fast-paced world, you simply don't have time to read the book 2, 3, 4 or even 5 times.

But that's where this chapter comes in. In addition to having read this book a bunch of times, we have extensively analyzed it and broken it down (killing

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many pencils and highlighters in the process!) … and have worked directly with some of the world's top writers to apply the countless secrets found inside.

As a result, we're centering this chapter around the most powerful concepts you can quickly glean from this amazing book – so that YOU can begin applying its incredibly effective secrets to the assignments and marketing campaigns you're working on RIGHT NOW.

In addition, you'll get some truly wonderful examples of his secrets, as they've been used by other successful writers in direct marketing (presented in **Figures 11-1 through 11-8**).

Please note, however: *This chapter is NOT a substitute for reading this* ***legendary book.*** If anything, we hope it will inspire you to dive deeply into the book and never look back. If you're anything like most other successful writers in this industry, you'll find that you get more and more out of each passing reading.

In reality, this chapter is meant to be a companion to your reading and studying of the book itself. It's our hope that we can simplify and clarify some of the more complicated concepts presented inside – concepts that have generated BILLIONS of dollars for advertisers over the years – so you can begin using them faster than you ever would otherwise.

What Makes this Book Truly Unique

Gene was more than a brilliant copywriter. He was a true student and marketing visionary. His knack for understanding human motivation, sales and exactly how to bring people to action was unlike anyone else in history.

More than that: Gene had the insight and wisdom to break down some of the most powerful workings of the marketing and copywriting dynamic – in a way that no individual had been able to put into words.

In the process, he uncovered some universal truths about advertising that will be as valid 200 years from now as they are today.

For example, *Breakthrough Advertising* reveals:

1. Why desire is NEVER created, but rather *channeled* (this distinction separates the best copywriters and marketers from the mediocre) …
2. How to develop an entirely new market for an old product …
3. Your prospect's state of awareness … what this demands from your headline … and the five

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levels that you MUST understand if you want to reach all potential prospects …

4. What is meant by your prospect's "level of sophistication" – and the five stages that all great copywriters and marketers understand. Most only understand this instinctively, but when you grasp it consciously – a whole new world of profit possibilities open up for you!
5. And so much more!

Our hope is that this chapter will not only give you an incredible appreciation for Gene and the marketing insights he brought into the world – but also greatly enhanced clarity about his concepts and how to use them, *immediately* in your own work.

If you haven't already purchased *Breakthrough Advertising* – you can get by without it for now. But ultimately, you'll be much, much better off having a copy. Besides, it's one of the best bargains in this industry.

Desire Is Not Created, It's CHANNELED!

Here's how Gene leads off the very first paragraph of the book:

The power, the force, the overwhelming urge to own that makes advertising work, *comes from the market itself*, and not from the copy. Copy cannot create desire for a product. It can only take the hopes, dreams, fears and desires *that already exist* in the hearts of millions of people, *and focus those already existing desires onto a particular product*. This is the copywriter's task: not to create this mass desire – but to channel and direct it. (page 3 of *Breakthrough Advertising*)

This is one of the most fundamental distinctions in marketing that you'll ever hear – and yet not one marketer in a hundred fully grasps it. Why is it so important? And what are the consequences of not understanding this point?

First, most people approach their marketing as though they need to *create* desire. The prospect may or may not want their product, but they hope – through their advertising efforts – to *get him* to want their product.

However, this is a faulty perspective that litters the marketing graveyard with dead products and wasted dollars. You see, there's no amount of space an advertiser can occupy with his message that will convince a prospect to want or need something from scratch.

This is the trap that many fall for in trying to "educate" their prospects about the product. While education

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can play a role in marketing, its role is not to create desire. The only purpose of education is to convince and show prospects that your product or service fulfills a desire that – as Gene puts it – *already exists* inside them.

Your prospect has to already have that fundamental desire inside him for this process to work. Here's a practical example so this is clear: Let's say that you have a new, cutting edge form of water that actually flushes fat from the body. Its unique molecular composition actually mixes with stored fat from the body … binds with the fat molecules … and then flushes that fat RIGHT OUT OF THE BODY!

You can already see the headlines, "DRINK YOUR FAT AWAY!" or "FLUSH FAT FROM YOUR BODY … WHILE WATCHING TV … WITHOUT A MINUTE OF EXERCISE OR DIETING … *USING NOTHING MORE THAN A GLASS OF WATER!"* You get the picture. But let's not get ahead of ourselves.

One could argue that you need to educate your prospect on this product in order to convince him that he needs it – that you need to *create* his desire for the product.

But this is not totally accurate. In reality, he already has – and MUST already have – the desire to lose weight inside him. This is what makes him a legitimate prospect for your product. If someone has no pre-existing desire to be or stay slim, then he or she is simply NOT a prospect for your product. It's that simple.

When you recognize that your job is simply to take your prospect's desire to lose weight – and then show him your water product is the BEST way to fulfill that desire – you're performing the ultimate form of marketing judo! You're truly doing what Gene talks about in the following passage:

By simply directing this gigantic, already-existing mass desire – rather than being required to create it – advertising thus commands an economic force hundreds of times more powerful than the mere number of dollars that the advertiser can spend on it. This is the Amplification Effect of successful advertising – the reason that $1 spent on such advertising can create $50 or even $100 in sales.

But the Amplification Effect takes place only when advertising exploits an already-existing desire. When it tries to create this desire, it is no longer advertising but education. And, as education, it can only produce at best one dollar in sales for every dollar spent on advertising. (page 5)

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So in this sense, you are not creating a desire for your product. Rather, you are showing your prospect that your product is a new way to fulfill his or her already existing desire. You never create desire, you *channel* it.

That's the real job of advertising.

This is MUCH MORE Than An Exercise In Semantics

If you're thinking that this is just a play on words, *think again!* The more you start to think in this way, the better off you'll be as a marketer and copywriter. That's because you'll stop wasting your time creating and marketing products that people don't really want – products that require lots of education to be sold – and you'll focus all your attention on finding the BEST ways to satisfy your prospects' already existing desires.

Like many of the most powerful insights in life, this one is subtle. But don't let that fool you. If you spend lots of time around marketing geniuses like Jay Abraham … Clayton … Dan Kennedy and countless others … they never waste time with products that their prospects MAY be interested in.

Rather, their time, attention and effort goes into finding new ways to fulfill their prospects' clear, already existing, proven desires. In fact, this is such a part of Clayton's process that he has a term for it – it's why he's constantly talking about his prospect's dominant "resident" emotion – it's something that his prospect must *already* feel inside!

Plus, as you understand this, you become increasingly better at matching up any product you need to promote to the core desire that product helps fulfill. You become a student of desire and human motivation, and you invest your time in the stuff that *really* matters.

Remember, human desire is pretty constant over time. We're the same greedy … lustful … pride-driven … love and approval-seeking creatures today as we were 1,000 years ago. It's basic human nature. It will never change.

So the goal is to simply understand these motivations, and then figure out ways to position – so that you're simply getting in front of the parade. No need to create a new one.

In this process, you also become an expert in the things that DON'T work. When you see a product, you're much better able to tell whether or not it's fulfilling a desire that people urgently have.

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Going from a Bomb to Mailing in the Millions – Using Just This Secret!

For example, Clayton likes to tell the story of first getting into the health newsletter business …

He was asked to promote a newsletter for a conventional doctor that educated people on procedures … risks … developments … and offered practical advice on getting healthier within the context of mainstream medicine.

There's was just one little problem: People didn't want advice from a mainstream doctor! In fact, they had been getting advice from their conventional doctors for decades and it wasn't working. They were sicker, fatter and more miserable than ever when it came to health. Not surprisingly, the promotion bombed.

What they really wanted was an alternative – somebody who understood their emotions … someone who – like them – was angry at the callous medical establishment … and who offered practical, proven advice on how to get healthier, *naturally*.

When Phillips switched their approach to focusing on this pre-existing desire – through a little newsletter called *Health and Healing* by Dr. Julian Whitaker – it was one of the greatest successes in direct marketing history. It singularly made Clayton millions of dollars in royalties over the years.

That's the power of this concept, properly applied. Focus your time on finding out what your prospect already wants – and then do whatever you can to honestly communicate and prove that you've got the very best way to fulfill that desire. Riches – frequently in outrageous numbers – will often result!

The REAL Purpose of Your Headline

Once you understand this perspective on desire, the real role of your headline comes into focus. According to Gene, that is to …

"Acknowledge that desire – reinforce it – and/or offer the means to satisfy in a single statement, in the headline of your ad." He continues:

"The headline is the bridge between your prospect and your product. It touches your prospect at the point of awareness" (note: we will discuss "awareness" in just a second) "he has arrived at today."

"In any case, your headline – though it may never mention your product – is the first vital step in recognizing this mass desire – justifying and

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intensifying it – and directing its solution along one specific path." (page 8)

In order to do this, you must become intimate with the details of your product – finding out the relationship between its features and benefits. (Gene covers this on pages 9-12 of the book – and we covered it in Chapter 4 of this Course) Once this is accomplished, you're in the position to select the benefit(s) most likely to connect with the mass desire of your market.

Once that is done, you know the dominant desire(s) of your market – and you know the chief benefits of your product. As Gene says, *"The bridge between these two – their meeting place – is your ad."*

There's a three-step questioning process he believes forms the foundation of your ad:

What is the mass desire that creates this market? (This is the outcome of your prospect and market research, finding your prospect's core desire(s) – the desire he has that extends across the entire market.)

How much does your prospect know about the way your product satisfies this desire? (His State of Awareness)

How many other products have been presented to them before yours? (His State of Sophistication)

The actual content of your headline will be largely determined by your answers to questions 2 and 3. This is where most copywriters and marketers fall short – but it's where you'll excel once you grasp and master this powerful secret!

Kick Your Headlines Up a NOTCH!

Gene is famous for his statement that your headline has only one purpose: To get your prospect to read the next sentence in your ad. That's it! It doesn't need to present every benefit … to present a USP … or anything else. Just to read the next sentence.

And the single best way to do that is to be ABSOLUTELY SURE that your headline meets your prospect at his actual *State of Awareness*. When he discusses this concept, he's really referring to how *aware* your prospect is of his desire … how *aware* he is about the problem your product helps him solve … how *aware* he is that a group of products – the category your product falls into – presents a solution to his needs … etc.

For example, let's look at the desire to save money on gas. Most people are

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somewhat aware of this desire – they face and feel it 1-3 times a week when they pull up to the gas station. But many also believe there's nothing they can do about it, that they simply have to pay whatever price the station charges. In short, they feel like prisoners to the fluctuating prices.

As a result, this desire gets buried deeply into their subconscious. They don't seek out a solution because they don't believe that one exists.

Remember: Short of more fuel efficient, hybrid cars – very, VERY few prospects are aware than any alternatives exist. But what if he or she found out there WERE genuine alternatives?

Since gas prices can vary by as much as 50 cents a gallon from city to city – what if we created a digital product that helped prospects locate the cheapest option within a 5-10 mile radius – effectively saving them $30-50 a month?

Technologically, this product could be connected to a satellite database, allowing our prospect to always find the cheapest gas option wherever he or she went – no matter what!

This is certainly a way to fulfill their desire for saving money on gas.

More on this example in just a second. For now, let's look at the different levels of awareness before discussing it any further:

Level # 1: Prospects Are Most Aware

About this, Gene says:

"This is where the customer knows of the product – knows what it does – knows he wants it. At this point, he just hasn't gotten around to buying it yet. Your headline – in fact, your entire ad – need state little more except the name of your product and a bargain price." (page 16)

A basic example of this is a hamburger for 79 cents or a big screen TV for $500. Prospects are *already aware* of their need for these items – the benefits and reasons for owning them are clear – and they will make their purchase decision based almost entirely on price.

This is the category that most mass market products fall into – cars, CDs, DVDs, food, electronics, etc. People are highly aware of their desires surrounding these goods, the benefits of them, and how these products fulfill their desire(s). That's why most advertising in this arena centers around price. There's nothing much else to say.

This is also why direct response advertising is used far less often with

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these kinds of mass market products. And when direct response is used in the mass market – such as the case with car sales – a more complex offer is made to expand and differentiate the benefits (zero interest financing, cash back, etc.).

Overall, direct response marketing is much better suited – and can bring greater value to – those types of promotions that require a unique appeal, a more elaborate sales argument and an expanded offer. Just like the many information products you see promoted in this industry.

Level #2: He Knows of the Product, But Doesn't Yet Want It

"Here, your prospect isn't completely aware of all your product does, or isn't convinced of how well it does the job, or hasn't been told how much better it does it now." (page 16)

Here is where the majority of advertising lies. This level is most often what "brand marketing" operates under – where prospects have heard of the brand, which has already been connected to a public desire, and has proven that it satisfied that desire. (Think McDonald's hamburger or Jiffy Lube Auto.)

In this case, the goal of the copy is simply to communicate that your product is indeed superior to the other similar options that prospect is aware of and has access to. Gene gives – in this section (pages 17-19) – 7 different ways to communicate why and how your product is better, right in your headline. Since most of the ads you will write fall outside this realm, we'll move onto the next level …

Level #3: How to Introduce New Products

"The prospect either knows, or recognizes immediately, that he wants what the product does; but he doesn't know that there is a product – your product – that will do it for him."(page 19)

Remember our example about the electronic, satellite-based product that saved people money on gas? This is the level that our example applies to. You see, in this case, our prospect is aware that he wants to save money on gas each month. But he also has no idea that there's a product that can direct him to the lowest priced gas station wherever he goes.

According to Gene, our goal with prospects and products at this level is twofold: (a) to pinpoint the desire that

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lies inside the prospect, but may not necessarily be on the top of his mind … and (b) to verbalize this desire – and its solution – so clearly and dramatically that the prospect will be able to recognize it immediately.

This is a much more challenging headline to write than the first two levels – because simply making a statement of benefit won't usually be believed. For example, if we were to come out and say, "How to Save $50 on Gas Each Month" the prospect would be skeptical – perhaps he would think it was some kind of pyramid, multi-level-marketing product – or that the solution was very basic, like driving less, carpooling, etc.

Since it's a new product that he's never heard of before, offering him a lower price is meaningless.

This is why Gene writes that marketers and copywriters facing this stage must use extensive *analysis* – to best define the market, the emotions and desires driving it... *intuition* – the ability, based on this research, to select the most powerful of these emotions and desires … and *verbal creativity* – the ability to capture these powerful feelings and desires into words.

In the case with our gas-saving product, it may be that we simply add a new dimension to the headline, like "Satellite Breakthrough Saves You $50 on Gas Each Month – *Without Reducing Your Driving A Single Mile!*" As we'll learn in just a moment, this is called introducing the "mechanism" (in this case, the "satellite breakthrough" is the mechanism). (Remember, we talked about the mechanism as a proof element in Chapter 4.)

This adds believability to the headline, partially because we've given the prospect a unique, believable reason why he can achieve the benefit.

The psychology here is fascinating: He may *feel* that he wants to spend less on gas, but he also doesn't really think about the solution much because there appears to be no choice. But then you bring this desire to the surface with your headline/claim. And in your headline, you're also starting the process of linking your product – which operates on satellite technology – to his desire for reduced gas spending. This is a true level three approach!

For another good example, look at **Figure 11-1**. The benefit mentioned in the headline is something that the prospect wants, but is not fully aware of. The writer – Clayton in this case – did a great job of crystallizing that underlying desire to get more out of each paycheck. This is your job at the third level of awareness.

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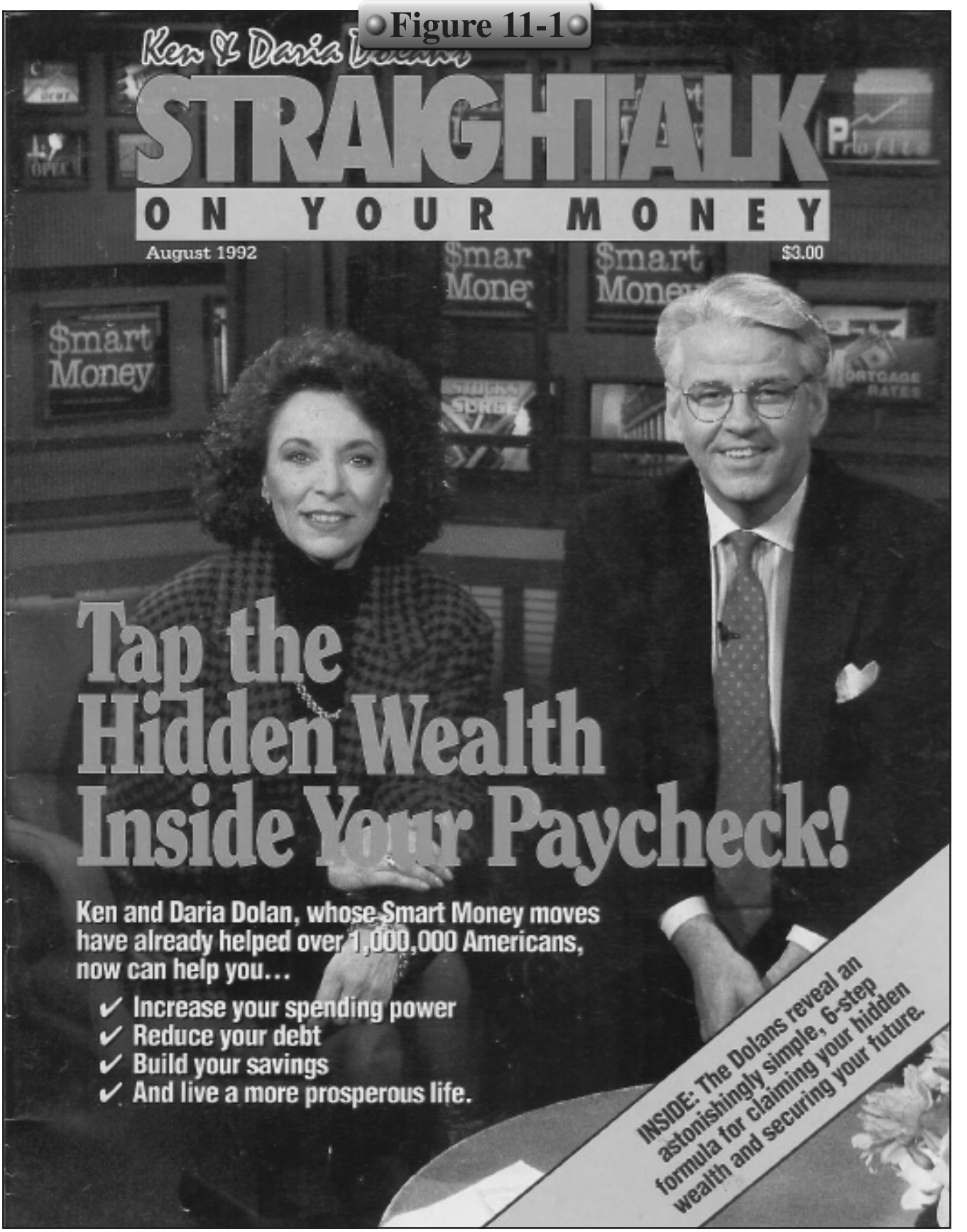
Figure 11-1


Ken & Daria Dolan's
STRAIGHT TALK
ON YOUR MONEY
August 1992
$3.00
$mart Money
Tap the Hidden Wealth Inside Your Paycheck!
Ken and Daria Dolan, whose Smart Money moves have already helped over 1,000,000 Americans, now can help you...
✔ Increase your spending power
✔ Reduce your debt
✔ Build your savings
✔ And live a more prosperous life.
INSIDE: The Dolans reveal an astonishingly simple, 6-step formula for claiming your hidden wealth and securing your future.

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Level #4: Introducing Products That Solve Needs

"The prospect has – not a desire – but a need. He recognizes the need immediately. But he doesn't yet realize the connection between the fulfillment of that need and your product." (page 21)

This – according to Gene – is the "problem solving" ad. It's actually an extension of the previous level, only slightly more challenging. You start by verbalizing the problem and/or the solution in your headline – and then dramatize it to the point where he realizes he can't go on without it!

An example of this? When the health supplement market was just starting out, you could have led with something like … "Plaque in Your Arteries?" Of course, nowadays most prospects are at a very different level of awareness and this headline would bomb.

To see a real life example, go to **Figure 11-2** right now. This is one of Clayton's first ads for Weiss – and it did very well. Why? Because not only was it a very eye-catching headline, it directly addressed a problem that his prospects were secretly thinking about. By bringing this problem to the surface in a dramatic way, the prospect was practically *forced* to read the copy.

It's also important to note that this kind of headline will often work best when your prospect has such a specific problem that he almost believes *he alone* suffers from it. When this is the case, it automatically feels more personal.

For example, there's a series of information products that help men with their dating skills. In the beginning, men definitely had a sense that they were experiencing a problem in their dating, but they didn't believe there was any kind of outside solution. So simple headlines like "If you have no clue what to say to an attractive woman …" – which brought the problem to the surface – worked pretty well. It crystallized the problem and implied a solution.

When men saw this, they thought, "Wow! Somebody knows I have this problem!" And since they were not being regularly advertised to about this problem, the basic "problem" headline really caught their attention. It actually felt personal at the time. But now the market has evolved beyond this level and the same approach would not be nearly as effective.

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Figure 11-2

UNCENSORED • September 2000 $9.95

Wall Street Confidential

What The Investment World's Fattest Fat Cats Don't Want You To Know

Greedy Brokers, Stock Analysts & CEOs Are

Robbing You BLIND!

How Wall Street got richer on the recent correction while everyday investors lost 1/3 of their wealth:

My landmark study proves that up to 76% of what Wall Street said about stocks earlier this year was pure sales hype — or worse: Outright LIES designed to lure you into sorry, sad, pathetic LOSERS that insiders desperately need to DUMP!

That's the final straw. I'm going to help you fight back — by showing you how they secretly skimmed your accounts and seduced you into guaranteed losers they needed to sell.

PLUS, I'm going help you get even...guard your money...and grow your wealth faster — with $614.00-worth of my exclusive money-making tools — FREE!

Inside:

- **Corporations I suspect of deceiving you about their earnings — and how to use this privileged information to earn an absolute windfall in 2000-2001...**
- **Brokers and brokerage houses that are GUILTY of lying, cheating and stealing from you — and how to get your money BACK...**
- **The ONLY stocks you should own now — the 12 safest, high-profit-potential stocks in the market.**

Plus:

I'm going to help you turn this privileged, exclusive information into an investment windfall — FREE!

By Martin D. Weiss, Ph.D.
President, SAFE MONEY INVESTOR SERVICE
— America's leading investor rights advocacy group

Wall Street's "good-old-boy" network is now secretly and systematically plundering millions of brokerage accounts. And chances are, one of them is yours...

I have just completed a major 5-month study of investment industry practices to determine how public companies, stock analysts and brokers are treating individual investors like us. And believe me: My findings are a BIG wake-up call for anyone who owns stocks or mutual funds!

It's a slam-dunk that I'll catch hell from the Wall Street establishment for saying this — but we've proven beyond the shadow of a doubt that the great surge in stock prices over the past 5 years has brought with it the greatest plague of investor rip-offs in history — and YOU are the target!

■ **Corporate fat cats** are barraging you with a constant stream of deceptive earnings reports specifically designed to entice you into stocks with far greater risk and far lower potential than you dreamed possible.

■ **Spineless stock analysts** at big brokerage houses are trying to con you with fake stock "research" — carefully created to lure you into absolute dogs their bosses own and need to pawn off on someone else...

■ **Greedy, unscrupulous stock brokers** gladly tell you outright, unabashed lies just to get their hands on more of your money...

■ And everywhere else you turn, you're being gouged by secret commissions, hidden mark-ups, and outright, proven frauds that cost you thousands — maybe tens of thousands — every single year!

To me, though, the biggest outrage is

PLEASE TURN TO PAGE 3

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Level #5: How to Open Up a Completely Unaware Market

"And finally – the most difficult. The prospect is either not aware of his desire or need – or he won't honestly admit it to himself without being lead into it by your ad – or the need is so general and amorphous that it resists being summed up in a single headline – or it's a secret that just can't be verbalized." (page 23)

This is the hardest prospect to reach. He's a logical buyer for your product – and yet, mentally, he's a hundred miles from accepting the idea that he needs it. Your job – as a copywriter or marketer – is to bridge that gap.

On this subject, Gene also states some very clear truths, which we'll summarize and explain:

Price means nothing to a person at the fifth stage of awareness. Remember, he knows nothing about your product or service – he isn't even aware of his need yet! To bring price in confuses him and communicates that you're not speaking to him directly.

Same thing with the name of your product. He's never seen your product and hasn't yet become aware of the desire it fulfills. So keep your name out of any headline or lead copy.

Stating what your product does – or even the benefit it helps him to achieve – is also not very effective. Actually, it can be downright destructive. Because he's not psychologically in the position to accept that benefit as being true.

Since you cannot mention your price, your product, its function/benefit or even the desire – what do you have left?

Answer: Your prospect!

As Gene puts it, once you realize that your product and its attributes must take the back seat, you "concentrate exclusively on the state of mind of your market at this particular moment."

If any of this sounds familiar, give yourself a huge, HUGE pat on the back! It's exactly what Clayton has been teaching – unaware of Gene's verbiage – and it's what we discussed in our last chapter.

The idea that Gene refers to in Level 5 is essentially the core of Clayton's Dominant Emotion strategy – where you lead not with the product … not with the benefit… but WITH YOUR PROSPECT'S UNIQUE STATE OF MIND/HEART.

The similarity is downright scary when you look at what Gene further writes:

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"What you are doing essentially in this fifth stage is calling your market together in the headline of your ad. You are writing an identification headline. You are selling nothing, promising nothing, satisfying nothing. Instead, you are echoing an emotion, an attitude, a dissatisfaction that picks people out from the crowd, and binds them together in a single statement." (pages 25-26)

For example, just think of some of more famous recent Dominant Emotion headlines, like Clayton's "Shameless Two-Faced S.O.B.'s!" (which we discussed earlier in this course) or Arthur Johnson's "Had ENOUGH?" (we'll discuss this more in our next chapter) Neither of these headlines made a single promise of benefit – but they did exactly what Gene just described: They *echoed an emotion* and brought prospects together – based on what they were feeling, using just a single statement.

He goes on to say, "Here is the type of headline that never attempts to sell a product or performance, but simply tries to sell the remainder of the ad itself."

It's interesting to note that Gene is also describing the advertorial approach. This is where your sales message is totally disguised. Often times, you're leading with an emotion, a problem, a frustration – coupled with valuable free information – that is of great interest to your group of prospects.

Gene then continues to describe the very advertorial process that all of today's great writers use.

"Meanwhile, these paragraphs are building a steady progression of logical images, from the first identification with the headline, to a growing awareness of the problem or the desire, to the realization that the solution is at hand, and to the inevitable focusing of that desire and that solution onto your particular product." (page 26)

If you can, pick up a good piece of copy you've received in the mail recently. Or simply go into the Swipe File you got with this course, open it up and look at one of the promotions. You'll notice the exact pattern that Gene just described.

The writer often leads with a headline that the prospect can identify with – echoing his feelings about something or his frustration from being in a certain place in his life. Then it begins to make a logical progression to the problem … the benefits of solving the problem … to the fact that there's a real solution to the problem … and ultimately to the fact that this promotion is making an offer to the prospect that will relieve

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him of the problem and give him all the benefits.

In pages 26-34, Gene explains a variety of excellent ways that you can accomplish this – and you're better off going through the book to learn them all. We simply don't have the space in this chapter.

Right now, check out **Figure 11-3**. On it you'll see a successful headline that perfectly exemplifies what we've been saying here about stage five. There's no promise made on the cover … no benefit … but it DOES echo the feelings and the silent fear that was running through the minds and hearts of baby boomers reading the ad.

One of the things Gene points out about this type of headline – and why you see so few writers attempt them – is that it's exceedingly difficult to make them work. When they do work, they are often amongst the biggest winners in the industry. But it's infinitely more difficult to perfectly verbalize what prospect's are *feeling* than it is to state a benefit or a problem.

Finally, if you get anything from all this dissection of Gene's concepts, be clear that a headline that works at one stage of awareness will not work at another. That's why so many headlines fail – they address prospects at a different stage than they're currently at. This also explains why a winning headline must inevitably die – because as the market evolves and changes, it goes onto a new stage. The old headline no longer speaks to them.

Simplifying This Powerful Secret

One of things that intimidates readers most about *Breakthrough Advertising* is the new vocabulary that Gene introduces. But now that you clearly understand what he's referring to, hopefully the idea of your prospect's "state of awareness" shouldn't sound all that scary.

It simply refers to how *aware* your prospect is of your product … the desire it fulfills … the problem it helps him solve, etc. And to be frank, this is not something many of the greats in advertising have consciously thought about.

Rather, it's something that becomes instinctive to you as you become intimate with your prospects and overall market. Think about it: Writing copy is like having a conversation with somebody. Even if you have a hidden goal in initiating a conversation with somebody, you begin the conversation at a point where it will be smooth and sensible. You don't start right off with your goal!

Let me explain. Let's say that you're at a party and you're talking to someone of

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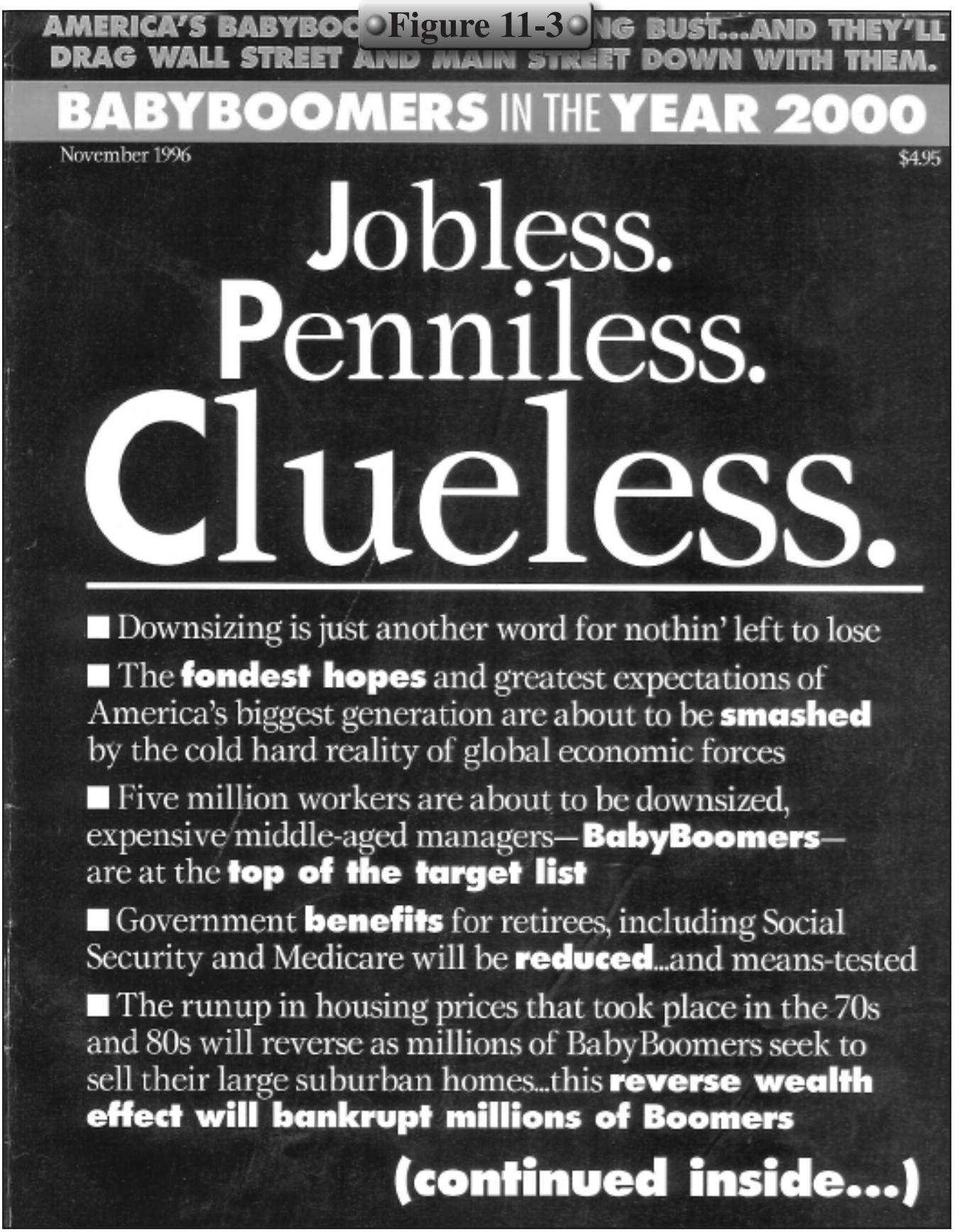
Figure 11-3


AMERICA'S BABYBOO NG BUST...AND THEY'LL
DRAG WALL STREET AND MAIN STREET DOWN WITH THEM.
BABYBOOMERS IN THE YEAR 2000
November 1996
$4.95
Jobless.
Penniless.
Clueless.
■ Downsizing is just another word for nothin' left to lose
■ The fondest hopes and greatest expectations of America's biggest generation are about to be smashed by the cold hard reality of global economic forces
■ Five million workers are about to be downsized, expensive middle-aged managers—BabyBoomers—are at the top of the target list
■ Government benefits for retirees, including Social Security and Medicare will be reduced...and means-tested
■ The runup in housing prices that took place in the 70s and 80s will reverse as millions of BabyBoomers seek to sell their large suburban homes...this reverse wealth effect will bankrupt millions of Boomers
(continued inside...)

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the opposite sex. You're interested in seeing them again – and you think you'd have a lot of fun together (your benefit). But do you lead with this? Of course not! It would seem awkward.

On the other hand, a better way is to simply lead with a statement that you can both identify with – one that makes sense for where you're at in the interaction. It could be, "Hey, I'd like to get your opinion on something …" or "Have you heard the news about …" And then slowly – if you do a good job of selling yourself, that person might become "aware" of the possibility of seeing you again. He or she may even desire it! And that's when you reveal your intention, asking for their contact information.

(Hmm … there's an idea, maybe we need to create a product based on Gene's teachings called *Breakthrough Dating!)*

Just kidding. But you get the point. Your prospect's state of awareness will start to come naturally the more you get to know him. And as you strive to grab his attention – and to start a conversation with him – you'll naturally address him at the most fitting level of awareness. Especially when you understand his *State of Sophistication!*

Which brings us the next brilliant insight of Gene's …

The Sophistication of Your Market: How Many Products Have Been There Before You?

While this question is often easily answered, it's also highly underestimated by many copywriters. And that's a shame, because prospects these days are more sensitive than ever to how well you understand their level of sophistication.

Miss the mark and your promotion has an instant date with the trash. But do this right, and you can enter into even the most competitive skeptical markets and make an absolute killing. Your adversaries won't know what hit them!

Let's look at what Gene has to say about the various stages …

Stage # 1: If You Are First in Your Market

If you are the first person to market a product in a certain industry, then you are dealing with prospects that have no sophistication at all. "In other words, they have never received any information about such a product before."

Prospects at this level are the least skeptical and most likely to believe what you say. After all, everything

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you're saying is brand new to them – it's fresh and exciting. This is just standard human nature.

This can happen due to a new breakthrough in technology … a new discovery of a food or nutrient … the list goes on. And remember – while the product may be new – it still must be connected to an *already existing* desire.

Gene's recommendation at this stage? Here it is:

"Be simple. Be direct. Above all, don't be fancy. Name either the need or the claim in your headline – nothing more. Dramatize that claim in your copy – make it as powerful as possible. And then bring in your product; and prove that it works." (page 39)

If you look on **Figure 11-4**, you can see an example of this. It's the classic Dale Carnegie ad, "How to Win Friends and Influence People." As you see, it makes just a basic statement of benefit. As the ad progresses, the claim is dramatized, the product is introduced and proof is given on how the book will fulfill that promise.

Because this was one of the first books to make such a promise, this approach delivered powerful results.

Stage #2: When You're Second, Do This

In the second stage, competition is beginning to enter the scene. The original claim or promise is still working at this point (meaning prospects are still believing in it, and acting upon it). There's no need to make a different promise.

Thus, Gene recommends: "Then copy that successful claim, but enlarge on it. Drive it to the absolute limit. Outbid your competition."

In fact, you see this all the time without even being aware of it. For example, let's take a look at the copywriting market. At first there were people claiming that you could make six figures as a writer – with minimal work, lots of freedom, etc.

Then, as time progressed, you had people claiming that you could make six figures – *in your very first year.*

After that, it was that you can make way over six figures – $300-400K – in your very first year. And now you have "seven figure" copywriting programs … and the list goes on.

In all these instances, the claims are tapping into the same basic desire: The desire to make good money, to earn a

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Figure 11-4

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

By Dale Carnegie

JOHN D. ROCKEFELLER, SR. some years ago said *"The ability to deal with people is as purchasable a commodity as sugar or coffee. And I will pay more for that ability than for any other under the sun."*

Wouldn't you suppose that every college in the land would conduct practical, common-sense courses to develop this "highest-priced ability under the sun?" To our knowledge, none did.

How to develop that ability is the subject of Dale Carnegie's amazing new book.

Only a few years ago Chicago University, the United Y.M.C.A. Schools, and the American Association for Adult Education conducted a survey to find out the prime interest of adults. The survey took two years, cost $25,000. It indicated that their first interest is health—and their second, interest in people: how to understand and get along with people; how to make people like you; how to win others to your way of thinking.

Wouldn't you suppose that after the members of the research committee referred to above had decided to give such a course, they could readily have found a practical textbook on the subject? They searched diligently—but could find none suitable. They then approached Professor Harry A. Overstreet, of the New School For Social Research, and he replied, "I know what these adults want. But the book they need has never been written."

That book has now been written.

A New Book—and the Man Behind It

It is called *How to Win Friends and Influence People*—and it is written by the one man who is perhaps better qualified to write it than anyone else.

Dale Carnegie is the man to whom the big men of business come for practical self-guidance and instruction on the subject of getting along with people, dealing with them successfully, winning others to their own way of thinking. During the last 24 years he has trained more than 15,000 business and professional men and women — among them some of the most famous in the country.

When he conducts his course on Public Speaking and How to Influence People in the ballroom of the Hotel Commodore or The Pennsylvanian, or the Hotel Astor (the second largest hall in New York) the place is packed to capacity. More than 1500 people a year pay him $75.00 each for his course. Large organizations—such as The New York Telephone Co., the Westinghouse Electric and Manufacturing Company, and many others listed elsewhere on this page—have had this training conducted by Mr. Carnegie in their own offices for their members and executives.

This new book, *How to Win Friends and Influence People*, grew and developed out of that vast laboratory of experience. As you can judge from the panel at the top of this advertisement, it is as practical as 24 years of actual successful experience with the problems of thousands of people in all walks of life can make it.

Consider the Case of Pat O'Haire

Patrick J. O'Haire lives in New York City and that's his right name. As you may have guessed, he was born in Ireland. He went to school there for a little while. Then he drifted to America, got a job as a mechanic, then as a chauffeur.

When he got married he began to need more money. When children came he needed still more. So Pat tried to sell automobile trucks.

But he was a terrible flop at it. He'll tell you himself—now—that he suffered from an inferiority complex that was eating his heart out. He would have been a terrible flop at *anything* that required seeing and talking to and impressing other people.

On his way up to see a prospect, he broke out into cold sweats of nervousness. Then, before he could get up enough courage to open the door, he often had to walk up and down in front of an office half a dozen times.

Worst of all, when he finally got in to see his man, he would invariably find himself antagonizing and arguing. Then he would get kicked out—never knowing quite why.

He was such an utter failure as a salesman that he was thinking of going back to work with his hands in a sensible shop. Then one day he received a letter inviting him to attend the opening session of a Dale Carnegie course in effective speaking and human relations.

"It may do you some good, Pat, God knows you need it"

He didn't want to go—he was afraid that he would be out of place—that there would be a lot of college men. But his despairing wife made him, saying, "*It may do you some good, Pat. God knows you need it.*"

He went to the address given and stood on the sidewalk for few minutes, trying to get up enough self-confidence to enter the room. He stayed through that meeting, though. Then he attended every other meeting of the course. He lost his fear. He learned how to talk charmingly and convincingly, how to make people like him at once, how to win friends and influence others.

Today Pat O'Haire is one of the White Motor Company's star salesmen. His income has mounted and skyrocketed. Last year at the Hotel Astor, Pat stood in front of 2500 people and told a gay, rollicking story of his achievements. Few professional speakers could have equalled his eloquence and his reception.

Pat O'Haire is a salesman — but his problem was exactly the same as that of thousands upon thousands of others in other fields—the fundamental one of *getting along with people.* The way it was solved is just one example of what Dale Carnegie's help has meant to more than 15,000 people in all types of endeavor. *What Dale Carnegie has done for others he can do for you.* Look at the chapter headings. They indicate the scope and the amount of hard-hitting, priceless information Dale Carnegie's book contains. But the subject is so intensely important that we say, look at this book without obligation. *We guarantee that it will enable you to analyze fully as well as what John D. Rockefeller calls "the highest-priced ability under the sun."* Study it. Digest it. Then you can decide whether or not you want to own it.

THIS IS A BIG BOOK OF THIRTY-SEVEN CHAPTERS, INCLUDING:

The Big Secret of Dealing with People
Six Ways to Make People Like You Instantly
Do This and You'll Be Welcome Anywhere
An Easy Way to Become a Good Conversationalist
A Simple Way to Make a Good First Impression
If You Don't Do This, You are Headed for Trouble
How to Interest People
Twelve Ways to Win People to Your Way of Thinking
A Sure Way of Making Enemies — and How to Avoid It
The Safety Valve in Handling Complaints
How to Get Co-Operation
A Formula That Will Work Wonders for You
The Movies Do It. Radio Does It. Why Don't You Do It?
When Nothing Else Works, Try This
Nine Way to Change People Without Giving Offense or Arousing Resentment
How to Criticize — and Not Be Hated for It
How to Spur Men on to Success
Making People Glad to Do What You Want
Letters That Produced Miraculous Results
Seven Rules for Making Your Home Life Happier
If You Want to Be Happy, Don't Neglect This One

DALE CARNEGIE

Dale Carnegie is the man the men of business in New York come to for practical self-guidance and instruction on the vital subject of getting along with people. During the last twenty-four years, he has trained more than 15,000 business and professional men—more than any other living man. Among these 15,000 are some of the most famous men in the nation.

Dale Carnegie's courses have proven so valuable in business relationship that even huge organizations such as

Westinghouse Electric & Manufacturing Co.
New York Telephone Co.
Bell Telephone Co. of Pennsylvania
American Institute of Electrical Engineers, New York
McGraw-Hill Publishing Company, New York
Brooklyn Chamber of Commerce
Philadelphia Chamber of Commerce
Philadelphia Electric Co.
Philadelphia Gas Works Co.
Sun Oil Company
Philadelphia Association of Life Underwriters

have had this training conducted in their own offices for their members and executives.

This new book, *How to Win Friends and Influence People* is a direct result of Dale Carnegie's unique experience, the only working manual of its kind that has ever been written to help people solve their daily problems in human relationships.

SEND NO MONEY

Try Dealing THIS WAY with People —for just FIVE Days!

This book has been published for only two weeks. Yet it is already a best-seller. The presses are now running day and night to keep up with the demand. Copies are being sold as fast as they can be printed.

When you get your copy of it simply send it; there are no "strings" to be pulled. Then try for five days Dale Carnegie's simple method of dealing with people. Judge for yourself, in your daily social or business life, how easily whatever you do, say, or write are win the friendship and the loving cooperation of others—instead of arousing resentment, friction, and either a negative response or no action at all.

It is not necessary to send any money with the coupon below. You may pay for *"How to Win Friends and Influence People"* when it is delivered to you—with the definite understanding that the price of only $1.96 will be refunded to you if you wish it. If this book does what we claim, it will mean more to you than *ANY* book you have ever read and will be worth many times its small cost. If it doesn't, we do not want you to keep it. With this assurance, we suggest that you mail this coupon at once.

SIMON and SCHUSTER, Dept. 1012, 386 Fourth Ave, New York

LOWELL THOMAS says about Dale Carnegie

"Certainly some of my success has been due to training under Dale Carnegie. I have known him for 20 years. This man, by inspiring adults to blast out and unveil some of their hidden aces, has created one of the most significant movements in adult education. He is indeed a wizard in his special field.

"He started out at first to conduct courses in public speaking. But the students who came were business men. They wanted results and they wanted them quick—results that they could use the next day in business.

"Dale Carnegie was forced to be swift and practical. So he developed a system of training that is unique—a striking combination of public speaking, salesmanship, human relations and applied psychology."

SIMON and SCHUSTER, *Publishers*
Dept. 1012, 386 Fourth Ave., N. Y. C.

Please send me How to Win Friends and Influence People. I will pay postman only $1.96 plus 4c New York Sales Tax and few cents postage charges. It is understood that I may read it for 5 days and return it for refund if I then feel that it does not in every way live up to the claims made for it.

Name _____

Address _____

City _____ State _____

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high income, etc. As long as the original promise still has some believability – namely that you can accomplish this benefit as a copywriter – then the expanded claims work.

This is also another big benefit of the process we recommended in Chapter 2 on Research. When you have a complete inventory of your competition, their offers and the advertising claims they're making – you're much more prepared to outbid them.

The problem is, over time, more and more prospects hear these claims. The combination of everybody saying the same thing – along with few people actually experiencing these results – leads to greater skepticism.

That brings us to …

Stage #3: When They've Heard It All Before

As a reader of *The Total Package*, you're well aware of the problems of how heavily our prospects are being hit with advertising, in every part of their life. They feel overwhelmed – making it harder than ever to get through.

It's this problem that Gene is referring to in Stage 3. He poses the questions … How are your prospects supposed to distinguish you from the mass? How do you break through to reach them?

There's just one factor that keeps hope alive, despite prospects seeing thousands of the same promises over and over again. It's that the desire lying beneath each promise never fades away. The woman who wants to lose weight – despite having tried dozens of things that don't work – still wants to lose weight!

What's more, new prospects are constantly coming into the market, while the old ones become frustrated and dissatisfied – ready to try something new all over again. According to Gene, this is how the market continues to renew itself.

As he says, "… The desire never fades. The dissatisfaction builds up, month after month. Secretly, perhaps even unconsciously these women are hoping to find a new product – a new headline – that promises a new way to satisfy an age-old desire."(page 41)

When you think about it, this is actually how sophisticated most prospects are in the mass market. Even in many of the most popular direct response niches. Talk to any writer in the health or investment newsletter business and they'll tell you how stiff the competition is – how prospects have heard

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every possible benefit and no longer respond to the same appeals, and so on.

So what do you do?

Gene's brilliance is to simply *reveal the mechanism!* This is the NEW device that makes all the old claims now fresh and believable. It's a new way to achieve the same old benefit – the one that prospects have been looking for all along.

Here are some powerful mechanisms that have worked in even the most crowded industries …

Lose weight – **by CUTTING CARBS!** (Atkins)

Protect your arteries and reverse heart disease – **with VITAMIN D!** (Instant Sunshine)

Lose weight – **by REDUCING THE STRESS HORMONE CORTISOL!** (Cortislim)

Grow rich in real estate – **with NOTHING DOWN!** (Robert Allen)

Get fit at home – **using a NEW BOWFLEX MACHINE!** (Bowflex)

The list is endless. Of course, these aren't the original headlines. But essentially, all the headlines for these products made the stripped down claim you see above. Notice how the focus shifts from the promised benefit – to the *specific way* in which the benefit will be achieved.

For prospects who've heard everything and are hyper-skeptical, this at least allows the promise to register and be considered. You have their attention for a split moment. And if you can keep them reading long enough to prove your case … you may just have a sale!

You can see the evolution very easily. Just look at some examples from the men's hair loss market:

Stage 1 Headline (to "virgin" prospects with little or no skepticism)

The Cure for Baldness

How to Re-grow Your Hair Back

Stage 2 Headline (the original promise still has appeal, but there's a need to differentiate yourself from it)

How to Re-grow Your Hair Back in 30 Days or Less!

Cure Baldness and Get Thick, Lustrous Hair – FAST!

See how these are expanded versions of the basic promise?

After prospects see this pattern and the exaggerated claims over and over again, they stop working. The market has now entered Stage 3 and a new mechanism needs to be introduced:

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Stage 3 Headline: New "Ionic Comb" Slows Hair Loss and Re-grows Hair by Up to 50%!

Scientists Discover Herbal "DHT Blocker" That Stops Hair Loss at the Source!

(Again, you can see how the same promise is being made – but how this promise is being made unique, fresh and more believable by leading with the mechanism.)

Also, the mechanism doesn't have to necessarily be science or technology. It can be something as simple as a topical event that will help make investors more money. For example, look at **Figure 11-5** for one of Clayton's examples. In this example, the mechanism is the Gold Price Explosion – it's what allows the very common promise of making more profit to be accepted as believable.

Of course, Gene is quick to note that this stage only lasts so long. As prospects get used to hearing about this new mechanism, it loses its effect and sales begin to slow down. At this point the market passes into the next stage …

Stage #4: When Mechanisms Start Competing With Each Other

When competitors see that a certain mechanism is working, they're all quick to jump on the bandwagon. Pretty soon, everybody is claiming to have a unique method or means by which to achieve the promised benefit. Its original impact is lost.

At this point, you have two different options: (a) you can find a totally new mechanism – perhaps it's a new hair loss herb … a new revolutionary new treatment … or anything else that will differentiate your "no more hair loss" promise from competitors … or (b) you can simply use the same exact mechanism that's been working, but enlarge and expand on it – similar to what you did in Stage 2.

For example, imagine you are in the potency market. If both you and your competitors have a powerful aphrodisiac herb that allows prospects to re-kindle their sex drive … experience newfound passion … last longer in bed – then this is the perfect time to claim that you've got the "super version" – the one that's proven to be more potent, more bio-available, and so on.

If you look at **Figure 11-6** you can see a CoQ10 ad at this stage. The product is featured as the best version – and if you read the bullets below you can see how the promise of potency and benefit is expanded.

Because – as you just learned – markets only stay in this stage for

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Figure 11-5

LARRY EDE[illegible] BILLION GOLD TRADER
whose recommendations have soared as much as 548% since 2003 … and whose open positions are up as much as 239% at this writing — invites you to aim for up to …

548% GAINS in the Great Gold Price EXPLOSION of 2004–2005!

Think it's too late to more than SEXTUPLE YOUR MONEY in my select gold stocks? PLEASE: THINK AGAIN!!!

Look inside NOW to discover …

- **Why this run-up in gold prices — and gold STOCK prices — has *BARELY BEGUN!***
- **Why the *548% PROFITS* we've seen so far in this bull market are about to PALE by comparison!**
- **Why you MUST buy the *3 gold stocks DESCRIBED INSIDE* right away — within the next ten days or LESS — for windfall profit potential in 2004–2005!**

Dear Investor,

If you'd been among the exclusive handful of investors who acted quickly on each of my "buy" and "sell" signals for gold stocks between January 2001 and the end of 2003, you could have made a bundle:

- Your **AngloGold** and **Newmont Mining** shares would have jumped 44.3% and 73% respectively …
- Your **Agnico-Eagle** shares would have MORE THAN DOUBLED YOUR MONEY, earning you a 141% PAYDAY in just over a year …
- Your **Royal Gold** stock would have made you 239% richer, and …

(Continued …)

100% independent and conflict-of-interest free.
Not a stock, commodity, bullion or coin broker. Not affiliated with any broker.

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Figure 11-6

$4.95
Consumer Health Reports
Natural Health News You Can TRUST
URGENT: BREAKING HEALTH NEWS!
Summer 2006
Ultimate CoQ10 Formula
DISCOVERED AT LAST!
Scientists at an obscure California laboratory discover the amazing new Coenzyme Q10 formula that offers you nearly:
THREE TIMES more of the energy that aging brain cells need to keep your mind and memory razor-sharp...
THREE TIMES more power to beat muscle weakness and fatigue...
THREE TIMES more antioxidant power to help fight the ravages of aging...
THREE TIMES more power to maintain normal blood pressure and heart rhythm... banish chest pain... and help your cells reproduce normally...
And much, MUCH MORE!
FREE $299 GIFT CERTIFICATE ENCLOSED FOR CONSUMER HEALTH REPORTS READERS ONLY: CLAIM UP TO $299.70 IN FREE SUPPLEMENTS... FREE LIFE-SAVING BULLETINS... AND MORE!

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a brief period of time, this copy only worked for a little while. Other versions of the package with more of an advertorial approach worked much more effectively.

And as you study markets, you realize that this cycle repeats itself over and over again. More and more companies will claim to have the most superior mechanism, the prospect becomes oversaturated with advertising and becomes hyper-skeptical – and something new is needed.

That brings us to the final stage …

Stage #5: When Nothing Else Works …

In this final stage, your market disbelieves virtually everything you say. They've heard it all – they know just about every mechanism out there. This is by far the hardest prospect to market to. At this stage many companies will drop out because they simply cannot compete and make enough sales to stay alive.

The investment and health newsletter markets are constantly seeing waves of this stage – and it always gives copywriters and marketing departments fits. But it's also an *incredible* opportunity for those who understand what to do, and how to do it.

So what do you claim at this point?

According to Gene …

You get back to the PROSPECT HIMSELF! In this sense, the approach corresponds to the Fifth Stage of Awareness we described earlier. To mention the product … its mechanism … or its benefits is sure to encounter tons of resistance. So your only option is to call your prospect out, to put his deepest emotions and state of mind into words – *in a single statement*.

You want him to see your headline and identify with it so strongly that he can't help but read on. At that point you follow the advertorial approach – where you build up the problem, reveal the benefits of finding the solution, give him the solution, tell him that you've got the best possible solution – and then finish by getting him to act on your offer!

As you learned with the Fifth Stage of Awareness, this is the hardest and most explosive type of headline to write. As we discussed earlier, it's what Clayton calls Dominant Emotion headlines: No promise, no benefit – just a dramatic statement that perfectly verbalizes what prospects are feeling.

For a good example of these kinds of headlines, look at **Figure 11-7 and 11-8**. Both focus primarily on the feel-

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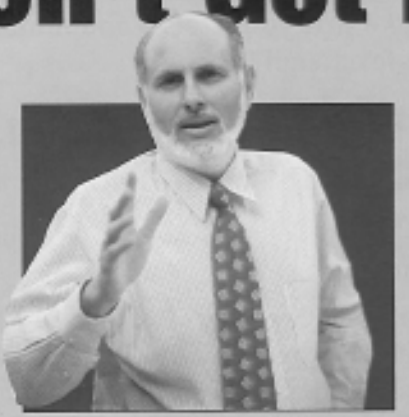
Figure 11-7

From Martin D. Weiss, Ph.D. — the man who warned about ENRON months in advance:

Did Your Broker Break You? Don't Get Mad, Get *EVEN!*



"Read This Report NOW Or Kiss The REST Of Your Money GOOD-BYE!"

You can't say I didn't warn you! Since January 1999, I've mailed more than 15,604,217 letters and special reports warning investors of the Wall Street disasters:

"Wall Street is scamming you, and you're about to be burned — BIG time," I said.

"All of those glowingly upbeat stock ratings assigned by analysts at big brokerages are pure BALONEY — and if you trust them, you're going to get skinned alive," I said.

"Record numbers of corporate CEOs are shamelessly exaggerating their earnings —

Continued inside flap...

Shocking investor abuses at Merrill Lynch, Salomon and other big brokerage firms prove it: Too many Wall Street fat cats care only about making THEMSELVES richer. And if that means breaking you, that's just fine with them!

Here's how you can turn the tables and safely grow your wealth with utter confidence — even in these tricky times!

By Martin D. Weiss, Ph.D.
America's #1 Investor Safety Advocate

The shocking truth can now be told: Over the past few years, Merrill Lynch urged you to buy **GoTo.com ... InfoSpace ... Pets.com ... eToys** and the **Internet Capital Group ... Aether System ... Excite@home ... Lifeminders ... 24/7 Media ...** and many others.

... But actual e-mails recently uncovered by the New York State attorney general reveal what Merrill's analysts really thought about the companies they were urging you to buy: Internally, Merrill's analysts called these dogs "a piece of junk" ... "a piece of cr-p" ... and a "piece of s---."

Please turn...

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Figure 11-8

November 1992
$5.00
BETTER RETIREMENT
REPORT
The Great Retirement Betrayal
"My money's safe in the bank...
"My employer would never cheat me...
"My expenses will go down when I retire...
"Bonds are safest...
"Medicare will pay my bills if I get sick...
"Social Security will always be there for me...
"Inflation is only 5% now..."
...Half Truths...Damned Lies...and Just Plain Bull!
...What They Never Tell You About Retirement...
PLUS: How You Can Live Better in Retirement than You Do Now...page 13

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ing – and the state of mind – of the prospects; and as a result, both ads performed very well at the time.

Making This Work On a PRACTICAL Level

By this point, you're probably wondering exactly how to write Stage 5 headlines of your own – headlines that effectively grab prospects who are both highly aware and sophisticated.

With as much advertising that's taking place today, this is where most prospects – in the health, investment, business opportunity, Internet marketing, and other crowded industries – are today. They've heard it all!

Unfortunately, there's no step-by-step formula to follow. We can only give you some very practical guidelines we've gleaned from piles of Clayton's best work, writing promotions with him, and experimenting with these kinds of headlines.

Above and beyond what we revealed in the last chapter, let's summarize what we've learned so far:

1. **You've got to know the daylights out of your prospect.** Whoever you're writing to, in whatever market, you must know them like the back of your hand. Become intimate with their feelings, their hopes, their desires – and best of all – BECOME AN ACTUAL PROSPECT in this market. This is not always possible, but do it whenever you can. For example, if you're promoting a heart-health supplement, become passionate about your heart health. Try everything, read everything, talk to people – get the full experience of what their life is like.

   Of course, none of this is stuff you haven't heard before. We covered it extensively in Chapter 1. But still, it's absolutely crucial that you do it. Better yet, become close friends with people in the market you're writing to. The better you know them, the more you'll be able to intuit the kind of statement that will grab their attention. The less you know them, the more likely your headline will fail to connect with what they're feeling. Just do whatever it takes to put yourself on their level.

2. **Play with putting their strongest possible feelings into words.** What enrages them? What embarrasses them? What scares the bejesus out of them? This is not the time to censor yourself. Honestly, how do you think Clayton came up with a headline like "Shame-

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less Two-Faced S.O.B.s!"? We'll tell you how: He got to know his prospect extremely well … he learned all the details about the scandalous situation (CEOs were dumping shares of their own stock, while urging investors to buy) … thought about how he'd feel in such a situation … played around with different possibilities – totally uncensored – and eventually came up with that blockbuster winner.

This is where it's crucial to be a little off the wall. Vent your prospect's anger for him … express something that would terrify him more than anything … and above all, don't be afraid to be A LITTLE FRIGGIN' SHOCKING! It's amazing how people expect to write great, attention-seizing headlines – with no energy, no risk, no boldness.

Get courageous – swear, curse, scream, kick the walls if you have to in this process – do whatever you need to let go and get a little crazy. It will pay off for you in the end.

3. **Study what others have done before you.** Your mind is like a computer (actually it's infinitely more powerful – but that's another subject all together). And like a computer, it functions off of inputs. If you want it to be able to solve a problem – in this case, the problem of creating a winning headline – then you've got to feed it the right stuff.

When it comes to headlines, the right stuff is not only the research about your prospect, product and market – but ALSO the previous winning headlines that have come before you. As you put more and more of these types of headlines – headlines that successfully address highly sophisticated, highly aware prospects – you'll have more internal data to use in your creative process.

This is something you're getting in great quantities from the examples and Swipe Files – but you should also get on as many mailing lists as possible … seek out copy by the present masters like Arthur Johnson, Parris Lampropoulos, John Carlton and the usual suspects. You can never have too much of their incredible stuff – the raw data that great headlines are made of – being fed to your brain.

4. **Practice, practice, PRACTICE.** But not just in the standard way. Start trying to put people's feelings into words – as dramatically as pos-

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sible – whenever you can! If you're not currently writing a promotion, do this on people you encounter in your daily life. Talk to your mom or dad about what it's like to go to work … pinch pennies … kiss their boss's butt in hope for a raise … look forward to the day they retire … only to have it all ride on a couple of casual government decisions.

Ask them how they feel. Then practice putting their feelings into one dramatic statement – and then SHOW these statements to them. Do statements like … "This is SUCH BULL#$*&!" or "I can't believe those bastards are screwing with my retirement!" or "This is so UNFAIR!" capture what they're feeling? What else?

List out all the statements that come to you and then see which ones they resonate most with. Some will hit home and naturally grab their attention, others won't. Going through this process may feel a little weird or awkward to you, but who cares if it makes you rich some day.

Remember, this is a SKILL – it's not something that's going to get better on it's own. Don't wait until you get that "dream assignment" so you can magically come up with the perfect headline. Practice putting people's feelings – their most intense possible feelings – into words, in a single statement, right now – TODAY! This will put you leaps and bounds ahead of other writers in this industry, even those who've been writing copy for many years.

Before ending this chapter, we want to give you one final secret you can use to ignite the selling power of your headlines. To my knowledge, Gene never wrote about either of these secrets – but they were certainly present in his work.

The secret is …

Live DANGEROUSLY – By Riding the Edge of Believability!

If there's one secret in copywriting that encapsulates all others, it may very well be this one. And that's true more than ever in this age, where people have heard it all and attention is at an absolute premium.

So here's the big damn secret: The BEST copywriters and marketers have mastered the ability to *ride the edge of believability*. They know how to stay in that "sweet spot" where the promise is so good, it's almost unbelievable – and yet it's also <u>just barely believable enough</u>.

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This is a priceless skill that will take you a long way in writing headlines and other components of your promotion.

Let me give you some basic examples before we go deeper:

"Lose 60 pounds in 30 days" is too *unbelievable*. Yah right. And "Lose 3 pounds in 30 days" is way too *believable*. Who cares? But "Lose 21 pounds in 30 days" is different. It's almost too good to be true – and yet it might just be possible (barely).

That's EXACTLY where you want to be!

Claiming to boost someone's IQ by 40 points is totally unbelievable – you'll never hook anybody with that. Nor will "boost your IQ by 2 points." Ho hum.

But promise to raise somebody's IQ by 17 points in 6 months – and you've got a VERY powerful promise on your hands. Better yet, it would be seen as *just baaaaarrrrely possible* by prospects in this market.

Right on the edge of believability.

Get the point? For every prospect, in every market, there's a magical sweet spot that exists right on the edge of believability. When you hit this sweet spot with your promise, it literally jumps off the page at him.

Why?

Because this pulls and twists your prospect's mind in a VERY pleasurable way. Think about it: There's a part of him that WANTS to believe the promise or claim … but there's a part of him that NEEDS to be skeptical of such claims … and there YOU are, effectively tickling BOTH sides, stimulating them into a frenzy! It's a delightful mental tug-of-war.

Of course, when selling products, your promise not only has to ride the edge of believability – it also has to be relevant to his life. You must target your prospect's deepest current desires, because that's what makes him care about your promise.

There are countless examples … "Grow 743% Richer in the Next 60 Days!" … "Burn Disease Out of Your Body" … "Just Take Two – And Call Me When Your Heart Problems Are Gone!" … "Amazing Face-Lift in a Jar Used by Movie Stars Who Don't Want Plastic Surgery!" … and the list goes on.

Just look at **Figure 11-9.** You see a very successful testimonial-driven headline that Clayton used for a supplement promotion. One of the things that really helps it stretch the reader's believability is that the statement, "Heart surgery may be a thing of the past!"

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Figure 11-9

Health News

Special Expanded Issue | Summer 2005 | U.S. Newsstand Price: $7.95

"Heart surgery may be a thing of the past!"

Full Story: Page 5, inside.

— J.R., Olympia Fields, IL

REVEALED IN THIS ISSUE:

The heart miracle *NAMED INSIDE* has thousands DUMPING costly cholesterol and blood pressure meds and cancelling their date with the heart surgeon's scalpel!

Go From This ...

Arteries clogged with deadly plaque, exposing you to high risk of a heart attack or stroke ...

To This ...

Plaque blasted away, leaving your arteries clear and healthy ...

With This ...

A 23-Cent food additive that's so safe, it's FDA-approved for use in baby food!

"I have no more heart pain."
— *R.M., Naples, FL*
See page 11, inside

"Good cholesterol raised and bad one lowered."
— *J.G., West Monroe, LA*
See page 9, inside

"My doctor had me using blood pressure medicine. Now only use *(the supplement named on page inside)* and my blood pressure is always low — Usually around 120-over-70 or even lower!"
— *J.R., Macus, WA*
See page 14, inside

Never Fear A Heart Attack Again!

"The last time I saw my doctor my cholesterol and triglycerides were normal!

"I have the peace of mind ... and I'm not fearful of another heart attack."
— *Hector C., Valley Village, CA*
See page 9, inside

ALSO INSIDE: **Crucial health news for you — if you're suffering from ...**

● Edema ● Shortness of Breath ● Numb, Painful Extremities ● Enlarged Prostate ● Insomnia ● Hearing Loss ● Fatigue ● Vision Problems ● Back Pain ● Age-Related Memory Problems ● Skin Problems ● And *MORE!*

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is coming directly from a user of the product. This is such a rare thing that it seems almost unbelievable.

Another example is on **Figure 11-10.** This is a Boardroom promotion making the aggressive promise of how to get everything "way below wholesale." And to deepen that wild idea, the lead mentions that you don't even have to pay full price for stamps!

Of course, let's not forget about the "just believable enough" part. That's where all the proof and credibility secrets you've learned in previous chapters come in. When you spice up your big promise with just enough proof and credibility – you keep your prospect in that sweet spot of the "believable unbelievable." (Now there's a new term!)

It may be adding specificity to your claim – like "make 546% on your money in the next 45 days" – versus the claim, "make much more money." Or it may be that you add in a unique mechanism like, "Make 546% on your money in the Gas Price Explosion!"

Other times, it's a bit more complicated. Just look at one of Gene's famous headlines …

"How Modern Chinese Medicine Helps Both Men and Women"

"BURN DISEASE OUT OF YOUR BODY

… Lying flat on your back, using nothing more than the palm of your hand!"

This is truly an outrageous claim. But there are actually several forms of proof here: (a) modern Chinese medicine (authority) … and (b) the specific image of somebody lying flat on their back, using nothing more than the palm of their hand (specificity).

If you remember the chapter we did on proof and credibility, you learned that painting a vivid picture is a very effective form of proof. The more somebody can SEE something happening – even if it's just in their mind's eye – the more likely they are to actually believe it's true. (The promotion also featured a basic sketch of a person moving their hand in a circular motion over their body for added credibility.)

That's what's happening here. You have this big, outrageous and normally unbelievable promise – but then you also have this very unique and specific image of somebody using their hand to "burn" the disease away. It's sounds too good to be true – but maybe, just maybe …

… And that's exactly where you want him!

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Figure 11-10

Consumer CONFIDENTIAL

SUMMER 2003 • $3.95

INSIDE: America's best-connected tightwads tell how they get everything

Way Below Wholesale

Over 50? Where to go for **50,000 discounts!** Page 5

Bypass car dealers, use this *broker* and **keep the $5K profit!** Page 13

Latest designer clothes (preseason) for **70% off or FREE!** Page 4

Stop dialing down your thermostat and **pay $400 less for fuel!** Page 7

Get half the answers wrong and still **save $30,000 on college!** Page 17

Want a 5-carat diamond *really* cheap? **How about a landing craft?** Page 9

They don't even pay retail for U.S. POSTAGE STAMPS, *so why should* you? Page 5

STAMFORD, CT (SUMMER 2003)—Whatever you bought, whatever you paid, *somebody just got it for less.* But in this special issue, these "somebodies" finally spill the beans.

Not long ago, we assembled a team of America's best-connected insiders to scout out every item *you'll* be buying in the months ahead. They agreed to ransack their Rolodexes®, reveal their secret sources, and...

(Continued on page 3...)

Don't let someone *else* grab your FREE GIFT! Open now!

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You probably remember Clayton's famous "**7 Horses of the Coming Stock Market Apocalypse.**" This is also an outrageous headline. Think about it, "stock market apocalypse" – *come on!*

But Clayton had a strong credibility pre-head about Dr. Martin Weiss correctly forecasting crashes in the market … there's a specific number (7) used … and then there's the highly unique and visually stimulating image of horses of the stock market apocalypse.

Another great example is one we covered earlier in this course, John Carlton's legendary golf headline:

Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards to Your Drives … Eliminates Hooks and Slices … And Can Slash Up to 10 Strokes From Your Game, Virtually Overnight!

This headline created such a stir because it was almost totally unbelievable. *Almost.* But John was smart to add depth and specificity to the promise to keep it right on the edge. Millions and millions of orders were the result.

Together these elements make the unbelievable claim just believable enough. The reader was simply forced to dig into the copy to find out if this were true or not.

Figure 11-11 you'll see a very proof-rich example.

Hopefully you're getting this idea. To help you fully burn the connection into your mind, let's look closely at the highest selling publication on the planet – the *National Enquirer***.**

Can the Tabloids REALLY Make You Rich?

You've probably heard at least a handful of great copywriters mention how valuable it is to read the tabloids. But why? What could all of these celebrity horror stories and freak events possibly have to do with selling real, everyday products?

A LOT, it turns out. Especially in regard to riding the edge of believability.

You see, the tabloids are *forced* to do this on each and every cover. They've got to shock people as much as humanly possible – and yet still make their claims believable enough to be worth reading.

We all know: Anybody can make something up, but to report something shocking – something that actually HAPPENED – well that's worth hear-

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Figure 11-11

35,000 PATIENTS CAN'T BE WRONG

How one courageous doctor overcame ridicule, hostility and even *armed gunmen* to change the future of modern medicine

"In 40 years, I've never healed a single patient," says Jonathan V. Wright, M.D. *"They heal themselves."*

But he must be doing something right! More than 35,000 patients have come to his famed Tahoma Clinic in Washington State—so many, the wait to see him is now six months.

He's considered a hero in Japan, a sought-after speaker in Europe and more than 3,000 medical professionals have put their careers on hold to attend his famous seminars. *Why?*

"What I do is very nearly *nothing,"* says Dr. Wright with characteristic modesty... But that's exactly the genius of his approach. Instead of aiming a chemical howitzer at health problems, Dr. Wright attacks them with the deft precision of a martial arts master...

A mineral here, a vegetable there, and today's most feared diseases *collapse at his feet*

Unlike other natural physicians, Dr. Wright doesn't even make heavy use of medicinal herbs. No need! His brilliant mind finds miracles hidden in substances as harmless as *cinnamon, mustard* and *sugar cane.*

In the process, he's making the last 100 years of drug-centered medical wisdom look foolish. And

Physicians honor Dr. Wright with medicine's first
LIFETIME ACHIEVEMENT AWARD
"Dr. Wright proved that a lone physician,
whose cause is true, can prevail"
"[Dr. Wright] proved that a lone physician, whose cause is true, can prevail...Medical history will judge after this: 'Wright makes might'... Your scientific accomplishments are no less impressive. You were among the first physicians to embrace cell/molecular [natural] medicine and you write about it with intelligence... Your medical discoveries and applications are numerous...And your...newsletter, Nutrition and Healing, has kept the American people abreast of the real progress in this field...Thank you, Dr. Wright."
From the text of the Linus Pauling Award, given to Dr. Wright by fellow physicians

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ing about! And now you've got people's attention.

Some recent headlines on the *National Enquirer*:

The MEDICAL SECRETS Angelina and Julia are hiding … DANGEROUS PREGNANCIES!

*****

"I SAW HOWARD INJECT ANNA NICOLE WITH DRUGS!"

Anna's personal assistant *TELLS ALL!*

*****

During night of wild partying & boozing … Mary Kate *COLLAPSES!*

Wild promises. Yet definitely possible.

Of course, the *National Enquirer's* formula for believability is a little different than we use in our typical promotions. But you can certainly learn from what they do!

Here's how they stay right on the edge of believability:

1. **Stay current.** This means that the *Enquirer* focuses their wild headlines on topical subjects that people are already thinking about. For example, in the aftermath of Anna Nicole Smith's death, their headlines focused on shocking death photos … hidden pregnancies … secret drug abuse … and so on. Because these claims weren't totally from left field – because they were in the realm of possibility considering what the public knew about her death – people at least considered them as possibly true.

Can you use this technique? You better believe it! Keeping on top of what your prospect is thinking and feeling is probably the BEST way to make a powerful, "edgy" yet believable promise to him. You know what's on top of his mind … you know what he currently believes … and therefore you know how to push him right to the edge of believability – without going over the top.

That's great copy.

For example, when prescription drugs like Vioxx were recalled because of the thousands of deaths they created, the news got out, and people were afraid.

And that's why Clayton and others

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began coming out with headlines like … "Medicine Chest Murders" … "How to End Joint Pain WITHOUT Destroying Your Heart!" … "The 7 Deadliest Drugs – Are You Taking Any of Them?" … and so on.

On **Figure 11-12,** you'll see one along these lines.

These headlines may have not been very believable prior to the news of drug deaths, but people were willing to accept them once that news had entered the mainstream.

2. **Use compelling pictures.** With the limited real estate they have, the *National Enquirer* does an amazing job of visually communicating the feeling and shock of their headlines – with *believability*. For example, in a recent headline: BRITNEY ATTEMPTS SUICIDE! The dramatic rescue that saved her life … hours after shaving her head!

   And the visual component of this headline included a photo of Britney with her head partially shaved, with a sad, depressed look on her face. The photo gave such validity to the claim.

   Clayton has done this repeatedly with some of his Weiss Research packages. If you look at **Figure 11-13,** you'll see a great health example by copywriting superstar Kim Krause-Schwalm. The picture of the man conveys the feeling of total shock and disgust present in the headline – and adds to its overall believability.

   So in your own promotions, why not select pictures that give dimension and support to your promises – pictures that make your wild claims just believable enough!

3. **Be selectively specific.** As you've learned in previous chapters, specificity is one of the most powerful ways to ramp up the believability of any claim you make. The only challenge is that too much specificity – in your headlines – can weigh them down or make them overly believable.

Remember, you want to ride the edge. Add just enough specificity to be different and stay within the realm of possibility – but not so much that your claim seems dull, technical or difficult to understand.

On the *Enquirer*, you'll often see *timing* used (Brittney's suicide attempt "just hours" after shaving her head … or *location* – like "Matt Hates Meredith! Behind-the-scenes backstabbing at *'the*

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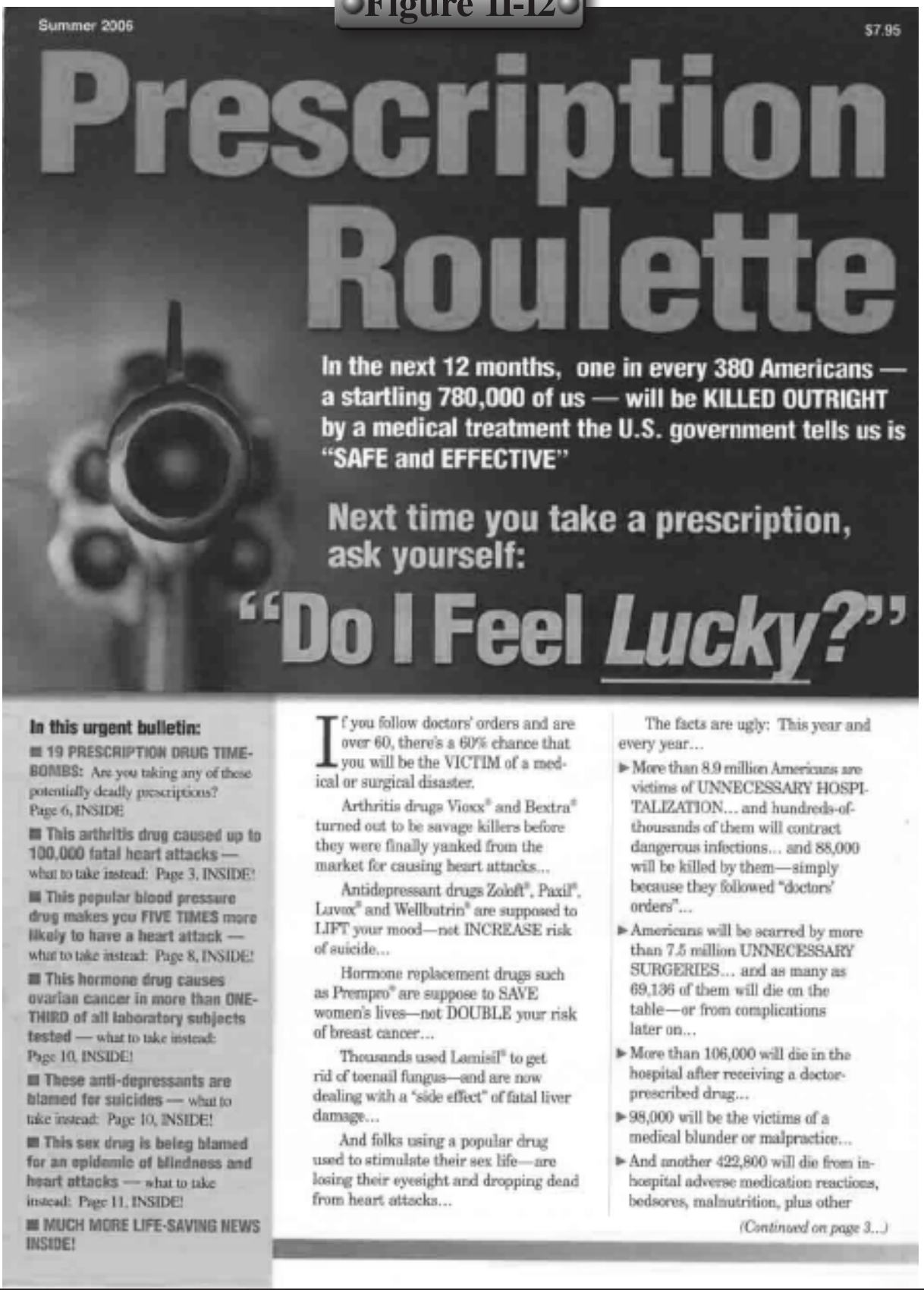
Figure 11-12



Summer 2006 $7.95

Prescription Roulette

In the next 12 months, one in every 380 Americans — a startling 780,000 of us — will be KILLED OUTRIGHT by a medical treatment the U.S. government tells us is "SAFE and EFFECTIVE"

Next time you take a prescription, ask yourself:

"Do I Feel *Lucky*?"

In this urgent bulletin:

- **19 PRESCRIPTION DRUG TIME-BOMBS:** Are you taking any of these potentially deadly prescriptions? Page 6, INSIDE
- **This arthritis drug caused up to 100,000 fatal heart attacks** — what to take instead: Page 3, INSIDE!
- **This popular blood pressure drug makes you FIVE TIMES more likely to have a heart attack** — what to take instead: Page 8, INSIDE!
- **This hormone drug causes ovarian cancer in more than ONE-THIRD of all laboratory subjects tested** — what to take instead: Page 10, INSIDE!
- **These anti-depressants are blamed for suicides** — what to take instead: Page 10, INSIDE!
- **This sex drug is being blamed for an epidemic of blindness and heart attacks** — what to take instead: Page 11, INSIDE!
- **MUCH MORE LIFE-SAVING NEWS INSIDE!**

If you follow doctors' orders and are over 60, there's a 60% chance that you will be the VICTIM of a medical or surgical disaster.

Arthritis drugs Vioxx® and Bextra® turned out to be savage killers before they were finally yanked from the market for causing heart attacks...

Antidepressant drugs Zoloft®, Paxil®, Luvox® and Wellbutrin® are supposed to LIFT your mood—not INCREASE risk of suicide...

Hormone replacement drugs such as Prempro® are suppose to SAVE women's lives—not DOUBLE your risk of breast cancer...

Thousands used Lamisil® to get rid of toenail fungus—and are now dealing with a "side effect" of fatal liver damage...

And folks using a popular drug used to stimulate their sex life—are losing their eyesight and dropping dead from heart attacks...

The facts are ugly: This year and every year...

- More than 8.9 million Americans are victims of UNNECESSARY HOSPITALIZATION... and hundreds-of-thousands of them will contract dangerous infections... and 88,000 will be killed by them—simply because they followed "doctors' orders"...
- Americans will be scarred by more than 7.5 million UNNECESSARY SURGERIES... and as many as 69,136 of them will die on the table—or from complications later on...
- More than 106,000 will die in the hospital after receiving a doctor-prescribed drug...
- 98,000 will be the victims of a medical blunder or malpractice...
- And another 422,800 will die from in-hospital adverse medication reactions, bedsores, malnutrition, plus other

(Continued on page 3...)

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Figure 11-13

Fall 2006 — Vigilant Health Consumer Alert — $7.95

The Alarming Case of the Vanishing Body Parts

It's happening everywhere! Legs... arms... breasts... even sex organs, needlessly cut off due to a doctor's careless error!

But these are the lucky ones. More than 780,000 Americans will be killed outright by a medical blunder this year alone! Here's how YOU can protect yourself from today's "healthcare holocaust"...

Dear Friend,

Linda M. was told she had breast cancer after her doctor saw a suspicious spot on her mammogram. He ran some tests, which confirmed the disease, and urged her to undergo immediate surgery.

Two days after having a double mastectomy, Linda was faced with an even bigger shock: the pathologist had mixed up her test results with those of another woman. She ended up having two *perfectly healthy* breasts needlessly amputated.

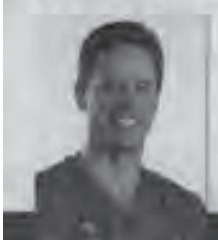
Why?

Because a busy doctor didn't take the 10 seconds required to correctly match her paperwork with her biopsy slide!

Think that's bad? Then wait till you read what happened to Marshall R.

(continued on page 2...)

In this urgent bulletin:



- **What you MUST DO NOW to save your own life:** The fastest, easiest, most sure-fire way to make sure you're NOT one of the 2-in-3 patients whose lives are shattered by a doctor's, pharmacist's, nurse's, or lab technician's sloppy mistake! *Page 2*
- **Deadlier than guns:** Why more people DIE each year at the hands of conventional medicine than are killed by guns, motorcycles, car accidents, skydiving, mountain climbing, airplane crashes, falling, drowning, fire, and lightning combined! *Page 2*
- **The secret reason why doctors screw up so often**—and why you DO NOT have to become a victim. *Page 6*

Michael Cutler, M.D.—America's most dedicated advocate of empowering patients.

"If you're sick of never getting completely well... fed up with costly, toxic drugs... tired of the same "standard" treatments... hate the high costs of conventional medicine... and would rather NOT waste the best years of your life in doctors' waiting rooms... then TURN THE PAGE NOW to discover how you can *finally* take control of your health!"

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Today' show … or *privileged access* – like "Anna's personal assistant tells all!"

These are different forms of specificity than you're used to, but they will still work in direct response. For example, recently there was a headline spread using "location" among other things: "'Michigan Miracle' Makes End-Stage Patients CANCER-FREE IN A WEEK!"

Notice the specificity of location (Michigan) and time (a week). Sometimes that's all you need.

When you combine these techniques with an incredibly powerful promise – plus all the other proof elements you've begun to master – you really will begin to create world-beating, push-the-limit headlines that prospects are forced to read.

How to Become Utterly Fascinating … In a Matter of Minutes!

One of the most important skills you ever gain – as a copywriter, marketer, salesperson – or even as a human being – is the ability to be fascinating … to intrigue people … to GET and KEEP them highly interested in whatever it is you have to say.

As you can probably guess, this is a skill that Gene is legendary for. In fact, the term "fascination" (used to denote a certain type of bullet) comes from his original work.

Why is this skill so priceless?

So many reasons!

But the most bottom line reason of all – especially in this day and age – is that attention and interest is money in the bank. When you can get people's attention and hold their interest … whether you're a commercial producer … a film maker … a salesperson … a political candidate … or a magician on a street corner … or anyone else … you will almost certainly be able to convert this attention and interest into cold hard cash.

And remember the #1 job of your headline is to grab attention, so any one of these secrets can be used to further ramp up its power.

With this said, there are 8 main ways to make any message more intriguing. (Even though you're undoubtedly familiar with some of them, this is a *complete system* you can now use for far better results.)

Fascination Secret # 1: Say something that appears unique or different.

Notice the word "appears." Part of marketing is controlling your prospect's perception – *appearance is reality!* That

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means the appearance of uniqueness IS uniqueness.

So what's the big deal about uniqueness? Why do people crave it? A big part of the appeal is that it implies scarcity. When something is unique, that automatically means there's less of it – it's more rare. And rare things naturally have higher value than common things.

It's a fact of life. The less of something there is, the greater the demand, desire and value it commands.

Also, in regard to intrigue and fascination, remember that whatever's common is also BORING. And boredom is almost the exact opposite of fascination. That's another reason why uniqueness gets our attention: we're curious to see what's below the surface … why it is the way it is … how it got that way … and more.

In fact, we've listed this secret first because it's the foundation of the entire process. The goal of the other seven secrets in this fascination process is to make your copy appear more unique and different. In short, more interesting.

Webster defines the word "interesting" as "a feeling that accompanies or causes special attention to an object or class of objects." And what causes special attention? Again, the very act of uniquely standing out from the rest. What's common is boring, what's unique is inherently fascinating.

Now let's proceed to the other secrets that make this possible …

Fascination Secret #2: **Be first.**

The most basic way to be unique or different is to be first. This means that you offer something new – maybe it's a new invention, a new service, or a new combination of things (remember the lesson about being connective!).

Just think of the first to offer a "low carb" diet … or formulate a weight loss supplement with hoodia … or offer investment advice through the mail … or have a car with a V8 engine … and so on. The first companies to burst onto the scene in these industries automatically appeared unique and different.

This is also the advantage of joining your product … your headline … your theme/big idea … with breaking news. Your product will appear fresh and different than what people are used to seeing and hearing about.

Fascination Secret #3: Be better.

Another way to be unique is to simply be better than others. While your product or service may not be totally

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different than what others are offering, your quality can cause you to stand out.

When you offer something that's better than your competition – whether it's a golf video, an Internet marketing seminar, a real estate investment service or anything else – and you can PROVE your superiority, then you've just made yourself unique!

And naturally, people will want to know why you're better … what that superiority will mean for them in their daily life … and so much more. You've just *fascinated* them!

(Also remember that saying something boring and ordinary, like "highest quality" will actually send your prospect running. So don't do that. Give him compelling, specific proof that you've got something better than anyone else.)

Fascination Secret #4: Be the opposite.

Another way to be interesting or different is to offer a distinct alternative to what prospects are used to. You don't necessarily need to be first or brand new – just position yourself as the exact opposite of what people are accustomed to seeing and you'll automatically fascinate people.

This is partially how the natural health movement came into being. In reality, there's nothing new about "natural health" – natural foods and drug-free living has been going on for thousands of years!

But when it was positioned by marketers as the exact opposite of mainstream medicine – where you get all kinds of benefits and none of the nasty side effects – it became a bonafide phenomenon!

So start thinking about how you can go against the grain. What's the dominant approach in your market – is there one way that people consider to be normal? If so, see if you can find an effective way to position your product as the opposite. For example, look how Gene does it here in an ad for a new kind of sparkplugs – it's on **Figure 11-14.**

Not only is this a new type of product, it's positioned as the opposite of older sparkplugs. It gives you many more benefits without any of the problems or shortcomings – at the same price. It's an intriguing, irresistible stance to take.

Another facet of this same principle is to simply go against what your prospect hears most frequently. People expect you to say a money-making system is easy – so why not say that it's actually fairly challenging. It's "not

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Figure 11-14

NOW! Run Your Car Without Spark Plugs

NEW JET-FIRE FUEL IGNITERS

Will deliver up to 30 more horsepower, 5 more miles per gallon using only regular gas!

THEY NEVER WEAR OUT

- get up to 5 more miles per gallon of gas
- add up to 30 more horsepower to your engine
- save $160 each year for you, year after year while you use the cheapest grades of gasoline!

THE IMPORTANT DIFFERENCES BETWEEN ORDINARY SPARK PLUGS AND JET-FIRE FUEL IGNITERS

Your car's power comes from tiny explosions of gasoline vapor and air in your cylinders. The bigger the explosions, the more HP it has.

SPARK PLUGS NARROW SPARK

CONVENTIONAL PLUGS explode this mixture with a spark jumping across an air gap. The spark is just 35-thousandths of an inch across — not wide enough to explode all the fuel in the cylinder. Unburned gas escapes through your exhaust. In time, the electrodes become eroded and coated with carbon. The gap widens, the spark gets narrower, you lose more power, waste more fuel . . . and finally have to replace your plugs.

JET-FIRE FUEL IGNITERS

JET-FIRE FUEL IGNITERS are no sharp, limited spark. Instead a flaming wash of flame spans across a semi-gaseous bridge from one electrode to another, exploding far more fuel, getting far more power. There is no gap that can widen, and carbon deposits actually improve performance. They do not have to be adjusted or replaced — ever!

YOU'LL NEVER CLEAN, ADJUST OR REPLACE PLUGS AGAIN!

Save $100 a Year With Jet-Fuel Igniters!

If you drive 15,000 miles, you can easily save:

- $50 by switching to regular gas.
- $40 on your better mileage.
- $10 by not replacing plugs.

Spark plugs are obsolete! Now there's a far better way to use your car.

With conventional spark plugs, only a fraction of the fuel that enters your cylinders is turned into power. The rest escapes through your tailpipe as unburned vapor. That is because their spark is so narrow—only 35-thousandths of an inch wide—that it cannot possibly ignite all the fuel mixture in the cylinder. As plugs get older, their sparks get narrower and less efficient till they have to be replaced.

New Jet-Fuel Igniters do a far better job of igniting gasoline into power. Instead of a narrow spark, they send out a wide swath of flame that "rolls" across a semi-conductor tip, flaming out in all directions and exploding far more fuel in the cylinder.

Proof That You Get Up To 30 Horsepower More

Jet-Fire Fuel Igniters look like spark plugs merely because they have to be screwed into the spark plug socket. But what they do is far different. Here's how to prove it:

1. Run your car till it's fully warmed up.
2. Stop on a perfectly level stretch of road.
3. Put the car in drive (in gear with manual transmission), and see how fast the car rolls at idling speed.
4. Remove plugs and install Jet-Fuel Igniters in the same job.
5. Now see how fast your car rolls at idling speed. You can expect to get 4 TO 6 MILES PER HOUR FASTER without touching the gas pedal — dramatic proof that Jet-Fire Fuel Igniters increase engine RPMs by 100 to 150 with no increase in gas consumption. (At high speed, RPMs increase by 300 to 350.)

So, first thing, you can reduce the gas flow by adjusting the idling screw, and get several times more power per gallon of gasoline!

(At the same time, your engine runs smoother. It's a simple mechanical law, as you Jet-Fire mechanic see now, in our release. It provides even greater economy.)

Starting and you'll notice even more improvement—up to 30 more horsepower of accelerating power, climbing power, and passing power. All this while burning less gas!

SWITCH TO REGULAR

The next time you go to pump gas, try the "crappy" pump, tell the attendant to fill it up with REGULAR! Chances are you'll no longer need premium which costs him to right some more than regular gas.

And this second saving is only the beginning. Jet-Fire Fuel Igniters provide cooler cold-weather

You are protected by the 4-WAY GUARANTEE

1. GUARANTEED for the life of your car (or 30,000 miles) against cleaning, servicing or replacing.
2. GUARANTEED to increase miles per gallon of gas on regular fuel.
3. GUARANTEED to increase horsepower, increase engine speed.
4. GUARANTEED to improve ease of starting and acceleration!

SEND FOR A SET OF JET-FIRE FUEL IGNITERS TODAY — SATISFACTION GUARANTEED

Invented To Save Air Force Lives— Now They Can Save You Money

Jet-Fire Fuel Igniters were first developed to save airmen's lives. During World War II, there were times when more men were killed by spark plug malfunction than by enemy action. A failure-proof replacement was needed, and Fuel Igniters did the job. Both the Navy and Air Force have approved them for jet engine use.

Now at last they have been modified for automobile use. They won't save your life, but they can save you big money—up to $160 a year with ordinary driving.

Some day, all cars may come equipped with Fuel Igniters just as they now all come with seat belts. But why wait when you can equip your present car with Fuel Igniters now? Just send the coupon with $19.95 and we'll send you a set with full instructions. Save $12.00 per set of 8 . . . $9.40 per set of 4.

JAY HORRIS CORP., Dept. L-295, 31 Haven Ave., Freeport, N.Y. 11520

Please send me the following exact size of spark plugs I am using:

- ☐ $19.95 for 8 Igniters.
- ☐ $9.40 for 4 Igniters.

Add $1.00 for postage and handling!

Year _____ Make _____ Model _____

Six cylinder engine, $11.40 per Igniter.

Give make and no. of spark plugs _____

Print Name _____

Address _____

City _____

State _____ Zip _____

JAY HORRIS CORP., Dept. L-295, 31 Haven Ave., Freeport, N.Y. 11520

Weekly, September 15, 1969

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for everybody." This is the opposite of what most advertisers are doing, and this makes your promise more intriguing.

Fascination Secret #5: Be exclusive.

Another way to make your product or service unique – and more fascinating – is to surround it with the concept of exclusivity. If you read the *Enquirer*, you see that they do this often with a little graphic saying "Enquirer Exclusive!" And it makes readers more interested in reading that article.

When there are exclusive groups – with privileges available to members only – aren't you more curious to see what's happening? Most people are. Since most products, services, programs and so on are NOT exclusive, you can quickly differentiate what you're doing by presenting it that way..

Fascination Secret #6: Make your promise almost unbelievable.

We've already discussed this. As humans, we have a tremendous propensity to know whether something's true or not. It's hard-wired into our brains.

So when you promise something way out of the ordinary – something that it's hard to tell whether or not it's true – then your prospect is practically forced to find out the facts for himself. His brain has been twisted and he must get to the bottom of the issue, to mentally straighten things out.

This is part of the reason why P.T. Barnum was such a brilliant marketer back in the early days. He knew how to present and promote wild, freakish people, animals and events that powerfully stood out – they were almost totally unbelievable. And as a result, countless people lined up to see if the acts he promoted were the real deal.

Fascination Secret #7: Withhold something.

When you totally give something away, people often feel it has less value and get bored. But when you build something up and then withhold it, you've got an explosion of fascination on your hands!

That's why the whole idea of a "secret" is so powerful. Whether it's surrounding an amazing benefit that we want (but don't know how we'll get it) … or a shocking event (and we don't know how it happened) … or a mysterious person (who we want to know about but don't know who it is) – situations like this send our curiosity through the roof.

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Sometimes it can be as simple as posing a question and then withholding the answer. For example, **Figure 11-15** says, "Can you really catch heart disease like you catch a common cold?" And then it *withholds* the answer.

In particular, this question is great because most people assume that heart disease is a long-term illness that builds up from either bad habits or genetics. This question is so intriguing because it implies that we've been all wrong about heart disease – and you can find out the shocking truth inside!

So always be sure to – as Clayton likes to say – "barely raise your skirt" while still saving something enticing for later. Tease your prospect with intriguing questions, so that he'll be seduced into reading your copy.

As we'll discuss more in Chapter 16, this is the same principle working behind all "blind" bullets – where a piece of information is given (a "tease") – but the overall secret is not revealed until the reader opens the magalog or buys the book. For example, notice the great examples of this from the control on **Figure 11-16**.

Fascination Secret #8: Add verbal richness.

Using visual imagery, colloquial expressions, metaphors will maximize the level of fascination you trigger. Whether it's a strong mental image (vivid picture of something happening) … a colloquial phrase (like "deader than a doornail" or "richer than Midas") that sounds lighthearted and interesting … or a metaphor ("persuasion is like music …") that instantly gives greater meaning to something – these expressions add depth and intrigue to your copy.

This is why these expressions are so popular in actual bullets, fascinations and headlines – and why they're such a crucial part of any successful promotion. They amplify the impact of your promises, by making them more fun and lively to read.

For example, here are some examples of fascinations – using such phrases – that Gene wrote:

- If you have radiators in your home, this trick bounces their heat into the center of the room, where it warms you, and not the walls – page 140.
- If you see dark circles under the blue eyes of your blond child, turn to page 267 at once.
- If your get up and go seems to have gotten up and left, try page 270.

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Figure 11-15

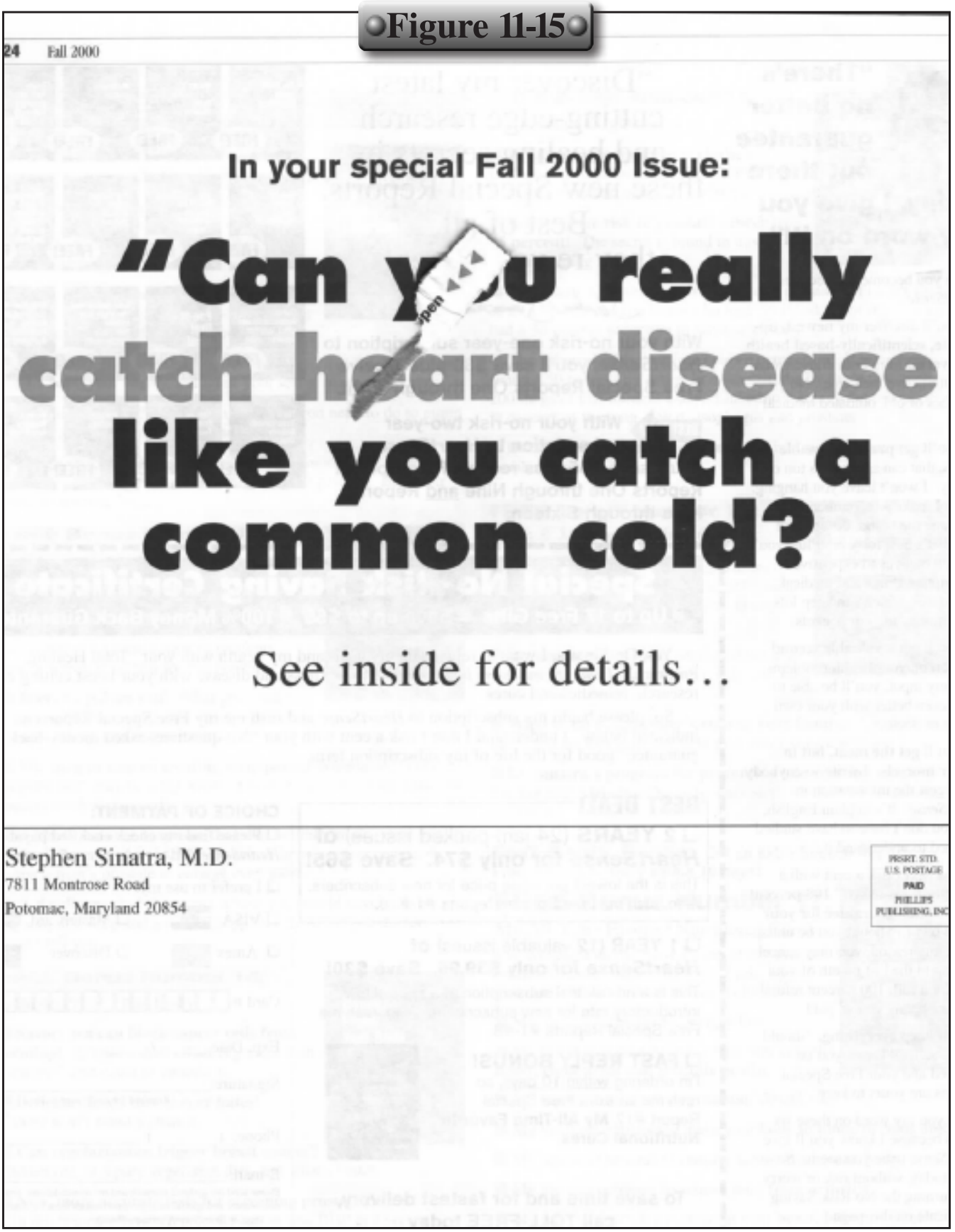

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Figure 11-16

ling Secrets...

■ **Walking for 30 minutes a day is healthy, correct?** Not always. Mistake many people make causes more harm than good.

■ **What you must insist on if you're a candidate for joint replacement surgery.** It could mean the difference between one operation or two.

■ **The mysterious longevity secret of the people of Okinawa.** Why they live longer and have less heart disease, osteoporosis, and breast and prostate cancer than any other people in the world.

■ **Early warning sign of cancer.** Just look at your *fingernails*.

■ **When your toothpaste can make you sick!** If you have this common condition, you must absolutely, positively stay away from fluoride.

■ **The mineral deficiency that promotes fat storage in your body.** If you're not getting enough of this nutrient, even the best diet in the world may not help you!

■ **Why Eskimos have virtually no heart disease.** And how you can use this information to dramatically lower your risk.

■ **The best way to store your toothbrush.** Helps prevent bacterial growth which can lead to dental problems.

■ **Stretching before exercising reduces your risk of injury, right?** Guess again. Mounting evidence suggests you're better off simply doing this.

■ **Are you compromising your child's or grandchild's potential?** Study of 4,000 children showed they scored lower on IQ tests when exposed to this at home. (No, it's not television!)

■ **The cancer-fighting food that's 25 times stronger than broccoli!**

■ **Choosing a new primary-care doctor?** Here's a clever way to find out who's any good.

■ **How your good intestinal bacteria help fight cancer.** And what you can do to help them do their job better.

■ **Increase the antioxidants in carrots by 34%.** Just do this before you eat them.

■ **Folic acid danger.** Yes, you should take it. But not in this common form, which can cause nasty side effects.

■ **Clever way to get yourself to eat less.** Nothing to take to fill you up or suppress your appetite. Just something unusual you do with your fork and plate.

■ **How to save your own life during a heart attack.** Doing this simple thing improves your chances by 1,200%!

■ **When chocolate cravings can signal a dangerous hormone problem.** Simple way to treat it without drugs.

■ **When skin itching can signal kidney disease.** How to tell and when to see your doctor.

■ **Quick relief for Crohn's disease and irritable bowel syndrome.** Just place a drop of this in a glass of water and drink it. Amazing!

■ **Delicious foods that lower your cholesterol.** Move over oat bran and other bland fare!

■ **How to get VIP treatment in a hospital.** Faster response from nurses ... better choice of doctors ... even better food! Inside secret revealed.

■ **Easy ways to boost the results of any exercise program.** 3 secrets that let you get in great shape without hiring a personal trainer.

■ **Canker sores?** Your toothpaste may be making them worse. Avoid any brands that contain this ingredient.

■ **Worst food for diabetics.** Raises glucose levels well into the next day! (Hint: It's not sugar or fruit.)

■ **Get rid of mosquitoes without noxious pesticides.** Just a handful of this ordinary kitchen herb keeps them away for hours! Great way to protect against West Nile virus.

■ **How to get an insurer to pay up after the claim has been denied.** Secret tactic gets them to change their mind fully 50% of the time.

■ **Early warning sign of a deadly aneurysm.** Get to an emergency room immediately if you experience this telltale symptom.

■ **Fight fatigue by making this one small change to your home.** Takes just minutes, costs nothing, and it's so simple you'll be surprised how well it works!

■ **Facts about the newly discovered "fat gene."** And the 3 simple things you can do to lose weight — no matter what your genetic makeup.

■ **Slash your risk of prostate cancer 70% with one amazing food.** One serving a day is all you need.

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» How to bathe your cat without getting scratched – page 342.

If you've got some bullet heavy promotions in your swipe file, now's a great time to scan through them and see this principle in action. You'll notice how often these kinds of phrases and descriptions are used to amplify the interest-holding power of sentences and paragraphs.

This May Just Be The Breakthrough You've Been Looking For!

We've been through a lot in this chapter – and we've carefully broken down concepts that have generated billions and billions of dollars in revenue over the years. What's even more amazing is that these secrets will be as valid in 100, 200 or even 500 years – as they were 100 years ago!

Use this guide regularly, especially as you make the effort to read and re-read *Breakthrough Advertising*. This Chapter has been designed not only to help you understand this legendary work more quickly and easily – but also to be able to access its secrets more readily in your own writing process.

Now does that mean that you need to always carefully analyze the level of awareness and sophistication of your prospect? Well, there are two ways to answer that.

First, many of the world's best copywriters never heard Gene's terminology or concepts – but they DID do their homework and instinctively understood their market. As a result, these writers naturally addressed their prospect at the proper stage of awareness and sophistication.

With that said, why leave this process up to chance? It can only help to consciously start analyzing different markets and seeing how these different stages of awareness and sophistication look in action. This will sharpen your ability to recognize where a market is at, and you'll have a better sense of what to say to your prospects as a result of this knowledge.

And finally, put as much energy as humanly possible into becoming a student of people's emotions – and how to verbalize those emotions in a way that they immediately identify with. There's no A-B-C formula for this, but we've given you some very practical steps you can begin taking – starting TODAY – to hone your skills at this process.

In our next chapter, you'll move from your deck copy to your lead – starting off the body of your promotion with power and intrigue.

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Action Steps

11

Breakthrough Advertising – Headlines

Many of the world's most powerful marketers and entrepreneurs – those who've made millions and millions of dollars – credit their success to one book: Gene Schwartz's *Breakthrough Advertising.* Read it … again and again:
http:///breakthrough/

Apply Gene's questioning process that forms the foundation of your ad and use them to now build your Headline and augment your Subheads.

1. What is the mass desire that creates this market? This is the outcome of your prospect and market research, finding your prospect's core desire(s) – the desire he has that extends across the entire market.
2. How much does your prospect know about the way your product satisfies this desire? This is his State of Awareness. Here are the various stages:
    a. Your prospect is highly aware of the benefits your product offers …
    b. He knows of your product, but doesn't yet want it.

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c. It's totally new to him – you're introducing a new product.

d. You're introducing a product that solves an unknown need.

e. When you are opening up, your prospect is completely unaware of your market.

3. How many other products have been presented to them before yours? This is his State of Sophistication. Consider these scenarios:

   a. When you are first in your market.

   b. When you're second.

   c. When they've heard it all before.

   d. When Mechanisms start competing with each other.

   e. When nothing else works, then:

      » You've got to know the daylights out of your prospect.

      » Play with putting their strongest possible feelings into words.

      » Study what others have done before you.

      » Practice, practice, *practice*.

4. Riding the Edge of Believability – another big headline secret.

   a. Stay current.

   b. Use compelling pictures.

   c. Be selectively specific.

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5. Becoming Utterly Fascinating to Your Prospect.
    a. Say something that *appears* unique or different.
    b. Be first!
    c. Be better!
    d. Be the opposite.
    e. Be exclusive.
    f. Make your promise *almost* unbelievable.
    g. Withhold something.
    h. Add verbal richness.

This chapter is not necessarily as concrete as previous ones, meaning you don't necessarily have to take any specific action in order to continue working on your project.

But that doesn't make it any less valuable! One thing that we recommend is that you carefully consider everything that was presented in this chapter and the action steps … and you think *actively* about how it all relates to what you're working on. You may realize that you've missed a certain mark in part of your process.

For example, perhaps you've written an overly basic headline to highly sophisticated/aware prospects. Or maybe you're making your headline too complicated – your prospect is already aware of your product and its benefits – he just needs to know he's getting a great price. It will be up to you to figure out whether you're staying in alignment with the powerful principles Gene wrote about.

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Also, the more you work with this material, the sharper you'll be at judging and creating winning headlines in the future. Remember: Great headlines are never created in a vacuum. They're directly related to the state of your prospect and market.

This chapter – in conjunction with *Breakthrough Advertising* – gives you the skills to deeply understand your prospect and market, and then maximize your headline accordingly.

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Quick-Start Copywriting System

12

24 Lead Starters that Get You Off to the Races!

In this Chapter …

- A way to make sure the first few paragraphs of your copy explode with interest and excitement …
- Ever struggle with how to open your promotion? Here's exactly how to move from your headline and deck copy… to an opening your prospect simply can't resist reading …
- 24 different lead templates – just "plug and play" and you can have a world-class lead in a matter of minutes …
- And so much more …

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By now you know that how you lead off your running text – those first 5-6 six paragraphs that immediately follow your headline and deck – is one of the most crucial parts of your promotion. It sets the tone and pacing for everything that follows. If this part of your copy is weak, readership will absolutely plummet, but if it's strong, it can overcome other negatives in your body copy.

Also, know that there are probably as many ways to open an ad or sales letter as there are copywriters on the planet. You can start with an anecdote, a series of questions, a problem – pretty much anything that further accomplishes the goals you just learned in the last three chapters on headlines …

… With that said, we recognize that it's often hard to come up with your own stuff. It helps to have training wheels until you've got lots of experience under your belt. Then you'll find it easier to be naturally creative.

But until then, we want you to have and USE the following templates whenever you find yourself struggling to come up with the right lead. As you'll learn later in Chapter 20 on Swipe File Secrets, it's often just a matter of substituting you own product, benefits and context into the copy examples we've provided.

Also, you'll want to make sure that your lead transitions smoothly between your headline/deck copy … and the logical argument that we worked on in chapter 8. More on this in the action steps.

Let's take a look at the different possibilities …

Lead Strategy # 1: The "Advanced Knowledge" Lead

This kind of lead works especially well in the investment market, because timing is so critical. The investors who can predict the future most accurately make the most money. But it can also work in other industries, too. For example, We've seen some very savvy Internet marketers essentially use this advanced knowledge – combined with track record – to emphasize the importance of their sales message. Basically, you can use this one in any industry where trends heavily impact your prospect's ability to succeed or make money.

*****

When was the last time
YOU had advance knowledge of
a future event that could turn a

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molehill of cash into a veritable mountain of money?

When was the last time you not only foresaw the event, but also had strong evidence of when it was going to occur, AND knew the investments and strategies most likely to turn the event into windfall profits for you?

That's *precisely* the kind of priceless knowledge that's available to you now …

Pardon me for being blunt – but it is absolutely critical that you fully understand this: [AS A COPYWRITER, THIS IS WHERE YOU LAUNCH INTO KEY POINTS OF YOUR LOGICAL SALES ARGUMENT.]

*****

Lead Strategy # 2: The "Advocate" Lead

There will be times when your product centers around the spokesperson – the central figure that prospects are paying to experience. Often times this can be a celebrity fitness instructor (such as Richard Simmons or Chuck Norris) … a well-known doctor (like Dr. Whitaker or Dr. Andrew Weil) … motivational guru (think Anthony Robbins) … you get the idea. The point is that you harness the trust, respect and credibility this figure naturally has – and you use that to establish rapport and momentum right off the bat. With so many sales messages out there coming across as greedy and impersonal, this approach can really set you apart.

*****

Dear Health-Savvy Friend:

STATISTICS SAY it's a losing battle.

STATISTICS SAY you'll just keep hurting more every year until you die.

BUT I SAY you're not a statistic and …

You'll soon be the glowing exception

HOW? You'll be stunned by how simple it is. And I'm going to show you the *living proof*.

The people you're about to meet were *not* genetically superior. Far from it! Their arteries were closed up, their backs and joints were freezing up, but instead of simply giving up …

They decided to do something EXCEPTIONAL …

And that's where I came in.

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I'm Dr. David Williams, and I've devoted my life to making medicine wonderfully different.

For more than two decades, I've broken the rules that consign senior Americans to the scrap heap. Instead of merely treating symptoms, I've been seeking to erase the causes of our so-called "diseases of aging" …

*****

Lead Strategy #3: The "Act Now" Lead

When your prospect is facing a VERY urgent problem, your best bet may be to dramatize the fact that he's got to act – NOW – or risk some dire consequences. You'll see this quite often in the financial market (with an impending crisis threatening to vaporize the prospect's money) … sometimes in the health market (where a sudden heart problem, blood clot or similar disaster could claim his life) … and a few other places. You could probably also use it for alarm systems – underscoring the urgency of him protecting his property.

*****

Unless you take action now – and I do mean NOW – your stocks, your mutual funds, your bonds and even your IRA, Keogh or 401(k) will get absolutely creamed in the next few months.

Look: When stocks got creamed by 20% on October 29, 1929, they wiped out $200 million of investors' wealth. But they did much more than that: The shockwaves created by Black Tuesday's debacle triggered a massive … [build up the terrible problem and solution]

*****

Ignore this sober warning, and you may as well take your savings … your retirement – and your very financial security – and KISS THEM GOOD-BYE.

On the other hand, if you HEED the warning in these pages and ACT on the advice I offer you in this urgent report, not only will you have plenty of time to insulate your wealth …

… you'll have the opportunity to *rake in gains of up to 562% in 2004-2005!*

*****

Lead Strategy #4: The "Authority" Lead

Quoting authorities in your lead is

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a fantastic way to not only grab your prospect's attention, but also to communicate believable value. Copywriting legend Gary Bencivenga does this all the time. There are several things you want to be sure of: (a) that the authority you quote is someone your prospect knows and respects … (b) their quote is both interesting and relevant to the issue at hand … and (c) that the statement from this authority sets up the rest of your argument perfectly, or it raises crucial concerns that your copy will quickly answer.

*****

It was F. Scott Fitzgerald who observed, "The rich are different from us."

It was Ernest Hemingway who then shot back, "Yes, they have more money."

But money isn't all the rich have more of. They also have more worries … so before you accept this invitation to move up higher financially, you may want to consider some of the pros and cons.

*****

For a lengthy example of this kind of lead, see **Figure 12-1**.

Lead Strategy #5: The "Conspiracy" Lead

We've already covered conspiracy themes and headlines in depth. When you choose that approach, you also need to know how to write conspiracy-type leads. These kinds of leads usually alert the prospect of an impending danger, and begin to build up an enemy. Done right, you'll begin to get the prospect a little angry. Also, this shouldn't be common knowledge. The conspiracy you lead with and begin to build up should feel like genuine news.

*****

Just recently, three lifesaving natural medicines were banned by the FDA …

And the brilliant scientists who make them were financially ruined. WHY?

Did any of these natural substances have any unsafe side effects? NO.

So why did authorities snatch them away from patients whose lives depended on them?

Because the medicines *worked too well* **… and the makers** *printed the truth!*

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Figure 12-1

FROM THE EDITOR

BY DAVID ZINCZENKO

WHAT DO MEN REALLY WANT?

Sigmund Freud never thought to ask that question, maybe because to him—and to anybody who'd ever seen a rooster on a fence—the answer seemed obvious.

And today, an entire section of the newsstand just keeps echoing that tired old refrain, as if cleavage, cravats, or cool stuff are all us predictable men have on our minds.

And, hey—if that's all we had to "worry" about, wouldn't life be a breeze? But...I don't need to tell you what a pressure cooker an average guy's day is—juggling the rat race, buddies, and your relationship, plus trying to look good and stay healthy while you do it all.

That's why I think you'll love MEN'S HEALTH—because the information you'll find every month in MEN'S HEALTH magazine is the stuff that can make—or break—a guy's life!

MEN'S HEALTH **is all about the topics that are important to real guys—see for yourself with our 10 FREE EXCLUSIVE REPORTS!**

Each of these reports is stuffed with new discoveries and advice from experts—and they won't cost you a cent. You don't have to buy anything, either. We just want you to see what's made MEN'S HEALTH **the most popular men's magazine on the planet.**

You see, we've built our success around what men—at least the kind we admire—really want: the principles, guidance, information, and motivation they need to make every single aspect of their lives better.

Let us prove it to you. Just tear out the reply card in the back of this magazine and drop it in the mail. **I'll send you the next issue of MEN'S HEALTH, plus your 10 EXCLUSIVE REPORTS—FREE.** If you like what you see, we'll continue to send you MEN'S HEALTH for the next year (10 issues in all).

Here's what you'll discover:

- **MEN'S HEALTH takes research seriously:** After all, lives are at stake. We talk to the research docs and study the medical journals and attend the conferences for one simple reason: it gives men **the freshest, most authoritative, most relevant information on health, relationships, style, and fitness available anywhere.**
- **MEN'S HEALTH knows how to talk to men:** Kind of like a smarter older brother—confident, funny, understated, trustworthy, talking with you shoulder to shoulder. And, the advice in MEN'S HEALTH really does cover everything that matters most to guys. Plus, killer abs, too.

  And that's why...
- **MEN'S HEALTH changes lives:** Look at the guys in the Belly Off Club. Think about the power of information that can transform a 230-lb. beached whale into an Ironman athlete.

I'm betting that once you get your 10 FREE EXCLUSIVE REPORTS and your FREE issue in your hands, you'll agree—MEN'S HEALTH has what you really want.

So why not take a free look at the magazine that supplies men with an invaluable service in every line of text, in every chart and illustration. Mail the enclosed reply card today!

P.S. Remember, your FREE issue of MEN'S HEALTH and your 10 FREE gifts are yours to keep whether or not you continue your subscription. You have nothing to lose, so why not mail the reply card today!

www.MensHealth.com MH

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Think the First Amendment protects free speech? Not if you make alternative medicines!

The message is clear – if your natural cure works, you'd better not say what it does.

These bans have sent a chill throughout the alternative health community. Even doctors we greatly admire are self-censoring their own publications, for fear their clinics and dispensaries may be shut down …

But they can't silence all 90,000 of us!

We're Health Sciences Institute (HIS) – alternative medicine's first and foremost global information network. We're 90,000 enlightened doctors, researchers and health-conscious people like you, and …

Because we don't make or sell any medicines, VESTED CAN'T SHUT US UP

*****

Another great example of a conspiracy lead is on **Figure 12-2**. The whole idea of "they're lying to you" that you see throughout the copy is a sure tipoff of this. Also, notice how the objection is countered (the doctor may not even know it's happening – but that doesn't matter!) … this is brilliant.

Lead Strategy #6: The "Contrarian" Lead

This type of lead is perfect for when your theme centers around debunking myths – going against what almost everybody else is saying. And it works well in so many industries. Essentially, ANY time a market becomes saturated, sophisticated and skeptical – you can launch into the "old" things that are no longer working … the myths … the lies … the mistakes. Then you position your product or service as the "real" answer – the surprising, counterintuitive breakthrough that allows your prospect to get the benefits he hasn't been able to find elsewhere.

*****

Health knowledge is changing so fast that many of medicine's sacred cows and pet theories have already been slaughtered and laid to rest …

Hormone therapy was good, now it's bad. Low-fat diets were "in," now they're "out." Eggs were a no-no, now they're okay. Mammograms and PSA screenings save lives … or do they?

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Figure 12-2

over the world. There are literally *dozens of methods* of knocking cancer out of your system...

The problem is that your doctor *doesn't know about them.* He's hopelessly stuck with the outdated cancer treatments he learned in medical school—many of which are now proven NOT TO WORK. But only a small sliver of the medical community knows the REAL CURES. You are now about to discover what may be the most remarkable cure of them all.

An 86% Cure Rate for Hopeless Cancer Patients

In 1999, a leading doctor in cancer treatment was sought out by a number of cancer patients who were so far gone that their bodies weren't responding to any of the standard therapies. Because they were classified as "untreatable," he decided to give them a new therapy that showed promise—a non-sugar component of a glycoside group called AGS.

Five years later, all of these patients were supposed to be dead, but 86% of them were still alive and kicking. So we *know* AGS works!

Since then, he has been seeing *more successes,* and his biopsy technicians are rubbing their eyes in disbelief at how fast it works.

The 24-Hour Miracle

- **It kills cancer cells in one day.** Researchers have used AGS on deadly melanoma tumors, and cancer cell death comes at high speed—reported results have been in as little as 24 hours. Remarkable, huh? No, it's stupendous. Imagine: *If you were diagnosed with cancer next Tuesday, wouldn't it be terrific to find out on Wednesday that it's definitely going away?*
- **AGS shuts down tumors without dissolving them chemically.** One of the hottest fields in cancer research is the tactic of "starving" tumors to death by shutting off their blood supply—a gentle solution that beats chemotherapy by a mile and a half. Researchers used AGS on cancer cells that had spread to patients' lungs (once it's there, it usually goes everywhere), and incredibly, it shrank the lung tumors and stopped the disease in its tracks!
- **It beats even the new super-cancers.** Here's the dirty little secret of chemo: *It's rapidly creating new kinds of cancer that don't respond to conventional treatment at all.* Just as germs become resistant to antibiotics, these new cancers are multiple-drug resistant. Near-frantic authorities are predicting *four million people worldwide* will soon die of these super-cancers. But insiders at a biotech firm investigating AGS recently leaked the incredible news that AGS has also been found to be effective in drug-resistant cancers. If the medical establishment would only wise up and get behind AGS, they could save three times more lives than have been lost in all the wars in U.S. history combined.
- **It has zero side effects.** You've seen women lose every strand of their beautiful hair. That's because chemo and radiation attack growing cells, hair follicles being the first target. You've seen patients choose to die rather than continue to face the terror of nauseating treatments. But all this could be over with. Tests of AGS have concluded that it is non-toxic and carries with it no adverse effects. If you're quick on the trigger, you've spotted the meaning of this: *AGS is so gentle that you can start taking it regularly as a preventive, to keep yourself cancer-free forever.*

Hard to believe, but new studies are starting to show that AGS works on colon, lung, ovarian, kidney, and brain cancers. And another physician, Dr. Paul Ling Tai, is now seeing amazing results in patients with the deadliest cancer of all: Pancreatic.

The Bad News, the Good News

A prominent biotech firm (I can't mention the name) is pulling out all the stops to develop a drug based on AGS. But first, they have to take AGS apart molecule by molecule, then reconstruct the main ingredients artificially so they can patent it. After that comes the maddening, slow approval process. In a decade, it might be in the pharmacy.

You'll find out more cancer cures like this one in your free report, *The 50 Very Best Solutions to the Worst Health Problems of Today.* Keep reading and you'll get the real, original AGS—at a fraction of the cost you'll pay for the drug version once it's even available!

(See Lie #2 on next page...)

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It's no fun discovering that something you've been doing (or taking) for years to stay healthy is suddenly useless, wrong, or even dangerous.

But brace yourself. A barrage of new medical "about-faces" is on the way! In the pages ahead, you'll read about 7 medical theories that have been proven obsolete, yet doctors still haven't changed their treatments. (To see the rest of this lead, see **Figure 12-3**.)

*****

Lead Strategy #7: The "Direct, No-Nonsense" Lead

When you're having trouble figuring out the optimum way to lead off, consider just being very direct. Often, this can work amazingly well. You have to know your prospect incredibly well to use this kind of lead, because he'll be able to decide in a split-second whether your copy is worth reading any further. Bore him, confuse him or fail to communicate unique interest and you'll quickly sentence your copy to the nearest landfill.

*****

I'm writing to offer you a job.

It's not a permanent job, understand. You'll be working for as much time as you find it rewarding and fun.

It's not even a paying job. On the contrary, it will *cost* you money.

But if you're willing to travel to offbeat places all over the U.S. and abroad … to meet fascinating new people of all ages and nationalities … to open your mind to new perspectives and ideas … and in the process to help make this planet of ours a better place for us all …

… then please accept this invitation to become a member of EARTHWATCH … and prepare yourself to enjoy some of the richest rewards human existence offers.

*****

Another variation:

*****

You're busy. So I'll get right to the point.

The Novell Companion is a unique resource that will help you run your Novel Netware system as never before!

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Figure 12-3

Special Edition
Alternatives
Dr. David G. Williams, Editor

FACT: Over 50% of today's health advice is wrong and obsolete!

This Bulletin alerts you to 7 current health notions that are so off-track, they're *dangerous*. I'm giving you this early heads-up because the official news probably won't come for many years. Here's the story...

by Dr. David G. Williams

Health knowledge is changing so fast that many of medicine's sacred cows and pet theories have already been slaughtered and laid to rest...

Hormone therapy was good, now it's bad. Low-fat diets were "in," now they're "out." Eggs were a no-no, now they're okay. Mammograms and PSA screenings save lives...*or do they*?

It's no fun discovering that something you've been doing (or taking) for years to stay healthy is suddenly useless, wrong, or even dangerous.

But brace yourself. A barrage of new medical "about-faces" is on the way! In the pages ahead, you'll read about 7 medical theories that have been proven *obsolete*, yet doctors still haven't changed their treatments. For example...

Have you heard the latest about heart disease?

The cholesterol theory of heart disease has been dead for 20 years. It was shot full of holes when scientists showed that the majority of people who suffer heart attacks have *normal cholesterol levels*. This makes cholesterol-lowering drugs irrelevant and useless.

Later studies identified the real cause of heart disease (explained on page 7). Now, prompted by the failure of cholesterol-lowering drugs to reduce heart disease, doctors are beginning to look into this "new" theory. But their investigations will take many years.

Meanwhile, 13 million people in this country remain on cholesterol drugs, and millions more are being urged to start taking them. It will be a long time before an official about-face comes. Tragically, hundreds of thousands of people will go to their deaths following this old-school advice in the false belief they're being protected.

I've been waving a red flag about cholesterol-lowering drugs since August, 1991, when I first discovered they are not only ineffective, but potentially *deadly*. (They can rob the heart of an important nutrient, CoQ10, that powers its beating.)

I also wrote about a far safer, easier, and cheaper way to duck a heart attack. It works by clearing out the plaque in arteries, which all of us have to one degree or another.

continued on page 4...

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> Simply put, it's the most comprehensive and valuable reference work on installing, configuring, administering, and troubleshooting NetWare networks ever available. You'll get the latest inside information on all NetWare versions, including straight talk on 4.1 and the pros and cons of upgrading.
>
> *****

For another really good example of this kind of lead, see **Figure 12-4**. It presents the prospect with the harsh reality that he can agree with and instantly recognize. From there it's easy to transition to the rest of the argument and benefits.

Lead Strategy #8: The "Dollar Bill" Lead

This lead-in, from the mighty pen of direct response pro Gary Halbert, is certainly a candidate for the all-time best attention-getter in history. The letter has no headline – just a one-dollar bill tacked to the top. Think about it: Doesn't money always get your attention – especially when it's an actual bill! Your ability to use it will depend on lots of different other factors … whether you're going to actually mail out letters … your budget … and more. Here's Gary's inspired copy ...

****

Dear Friend,

As you can see, I've attached a crisp, new one-dollar bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something very important to tell you and I needed some way to make sure this letter gets your attention.

2. And secondly, since what I have to tell you concerns how you can [FILL IN THE BLANK], I thought using a dollar bill as a sort of "financial eye-catcher" was especially appropriate.

Anyway, here is why I'm writing you:

*****

Lead Strategy #9: The "Fascination" Lead

Sometimes, especially when you're writing a promotion that's heavy on bullets and fascinations, your best approach is to simply lead with some of your most intriguing facts and ideas. As you've already learned, few motivators are more powerful than curiosity – es-

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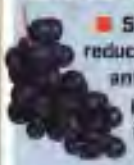
Figure 12-4

Bottom Line PERSONAL

27 YEARS — THE WORLD'S BEST INSIDE INFORMATION

SPECIAL EDITION ■ SUMMER 2007

IN THIS ISSUE...



- **5 little-known ways to reduce arthritis pain without anti-inflammatories and painkillers.** *(Hint: One* is to eat more grapes.) Page 9, inside.
- **The biggest mistake you can make when E-mailing your résumé.** Employers won't even read it if you do that. Here's how to get it read every time. Page 8, inside.
- **How to get a complete workout if you only have 30 minutes a week.** This revolutionary program is more effective and more efficient than ordinary workouts...and safer, too! Page 6, inside.

- **What you should never bring to an IRS audit.** This common mistake can open you up to more problems...awful ones, too. Page 3, inside.
- **Best way to avoid crippling falls in your golden years.** Simple 3-minute technique improves balance and coordination. Page 6, inside.

- **Do you own a supermarket loyalty card? Here's why it can be used to jack up your insurance rates.** Plus...what you can do to keep you records private. Page 7, inside.
- **Did you know that mammograms fail up to 50% of the time when the cancer is small?** But thanks to this new breakthrough, you can improve your detection rate to 86%! Page 2, inside.
- **Make your grandchild a TAX-FREE millionaire!** How the new Roth IRA rules let the child accumulate a fortune...without ever paying a dime in taxes on it. Page 5, inside.

How to Turn a $25,000 IRA Into $500,000 or More

Millionaire's secret to retiring richer faster

By Marjory Abrams, Publisher

Let's face it. Putting a couple of thousand dollars a year in an IRA and letting it earn 10% to 12% a year in the market won't get you far—unless you do it for 30 years or more!

Most of us don't have that much time. We need to save a lot more money, a lot faster. What should we do? To find the answer, I interviewed 28 of the top financial experts in the country.

These are not your ordinary, run-of-the-mill financial planners. They're top tax and estate attorneys...managers of multibillion-dollar hedge funds...advisers to the wealthiest Americans and largest multinational corporations.

These experts revealed some amazing strategies the average person can use to increase their IRA by hundreds of thousands of dollars in just a few short years. I'm going to reveal two strategies to you right now. So let's roll up our sleeves and get started!

SECRET #1: Do like the Donald

Did you know you can legally buy real estate with your IRA? Shrewd investors have been doing it for years.

And here's why it makes sense for you to do it, too—even in an inflated real estate market:

Let's say your IRA puts a $25,000 down payment on a $100,000 condominium or other rental property. And that the rents from the condo are enough to pay the mortgage and expenses and leave you with $50 in net monthly cash flow. That's $600 a year in net income.

Now let's say that the property appreciates by 5% the first year. That's a $5,000 increase in the value of the property.

Finally, let's say that after the first year, you've reduced your loan balance by $1,000.

So what's your total return from this investment? You've got $600 in net rent, $5,000 in appreciation, $1,000 in amortization (loan reduction), for a total of $6,600.

But your down payment was only $25,000. That means you got a 26% return on your investment—more than double what you'd get from a stock index fund.

(Continued on next page...)

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pecially when there's a big benefit in finding out the answer!

*****

This letter is about information that's "none of your business". For example …

Did you know that certain specific foods they serve on planes will lower your blood sugar count at high altitudes – leaving you tired … cramped … headachy?

Now, perhaps you're thinking, "Why would airlines want to make me tired and grouchy?" Well, they don't want to, of course. But they do want to slice the cost of each meal – so if it's cheaper, and (artificially) tastier … then – why not?!!!

*****

Ever wonder how doctors stay healthy while treating sick people all day? Me, too.

To find the answer, I called one of the leading infectious disease specialists in the country.

He told me the reason doctors don't get sick is that they're constantly washing their hands. He added that frequent hand washing is the single best way for anyone to stay healthy.

Well, I'd heard all this before. I told him that what he said about doctors made a lot of sense … except for one thing:

It's not true!

*****

Lead Strategy # 10: The "Forget" Lead

When your prospect is into certain products, services or ideas – and you have knowledge that those aren't really all that good, this is a good way to go. Of course, you don't want to be purely negative. Make sure you tell him what works instead of the stuff you're telling him to forget. Then explain why it works and get into the benefits.

Here's an example from my friend Kent Komae:

*****

Forget oil. Forget gold. Uranium is the next natural resource blockbuster.

Why? Because a softball-size chunk of uranium can release more energy than a train-load of coal. And it's in HUGE DEMAND for nuclear energy.

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For months, I've been shouting from the roof tops, "BUY URANIUM STOCKS!"

Take Cameco. In October 2004, I issued a 'buy' at $25. At this writing, it's over $65 … a whopping 160 percent gain. And you ain't seen nothing yet!

Are you going to get it before it's too late?

*****

If you look at **Figure 12-5**, you can see another possible variation of this kind of lead. As you can see, the word "forget" is used to break down the prospect's pre-existing beliefs about the product – and sets the stage for what's going to be different about the new product being offered.

Lead Strategy # 11: The "Hero" Lead

When your editor or spokesperson is a big part of the product you're offering, your best bet may be to lead with paragraphs that make him or her come across like a hero. You see this so often with the medical doctors we promote. Part of it is because we know that prospects idolize doctors and desperately want to have a relationship with a skilled doctor who cares about them. It's also related to celebrity appeal: Many of the products that are sold in the mass market sell because the prospect so identifies with and adores the celebrity behind the product.

In such circumstances, when the prospect is most interested in having a close relationship with this figure, then you want to build up this person and then promise the prospect a relationship with him or her.

*****

Dear Very Savvy Reader,

When elite research labs need a new breakthrough …

When top natural doctors are stumped for an answer …

When medicine's "best and brightest" run dry …

Ever wonder who they run to?

So did I! So I picked up the phone and called some of today's greatest names in natural healing. "When the fat's in the fire, who do YOU call?" And they all kept on naming one guy …

Dr. Marcus Laux! Turns out he's the brains behind dozens of medicines that health insiders swear by …

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Figure 12-5

SPECIAL HEALTH BULLETIN
Discover the healing miracle of Super CoQ10™...
Feel Better Over 60 Than You Did at 45!
Don't just sit back and do nothing! A single step—just 10 seconds a day—could help re-energize your heart, muscles, and brain!
Forget everything you thought you knew about the cellular energizer known as Coenzyme Q10! A brand-new type of super-potent, highly absorbable CoQ10 is taking the medical world by storm. It can help reignite your body's failing metabolism—flooding every cell with life-giving energy and offering protection and healing for dozens of serious health problems...
Over 1,000 scientific studies over the last 49 years have proven that Coenzyme Q10 can help...
✔ Boost cellular energy production, flooding your body with new energy and vitality...
✔ Slow the progression of neurodegenerative disorders...
✔ Guard against a wide array of age-related cognitive disorders...
✔ Strengthen and protect your heart...
✔ Avoid certain types of brain disasters...
✔ Recharge your immune system...
✔ Improve your circulation...
✔ Reduce blood pressure...
✔ Avoid the onset of migraines...
✔ And lots more!
"Revolutionary, patent-pending formulation!"
INSIDE:
>> Why most powder and liquid forms of CoQ10 sold today are highly ineffective and pass out of your body, unused...
>> The one thing that you must have in order for your body to absorb CoQ10.
Guaranteed to Work for You— Or it's FREE!
European and Asian doctors use CoQ10 routinely to prevent and treat:
Heart problems Brain tragedies Poor circulation Migraines Immune deficiencies Angina Blood sugar problems Chronic tiredness Male infertility Muscular problems Swollen joints Irregular cell formation Overweight conditions Degenerative nerve problems Sports injuries Breast engorgement Fibromyalgia Inflammatory bowel conditions Inflammation Swollen glands Traumatic swelling Chronic ear infections Edema Intestinal conditions Periodontal problems And lots, lots MORE!

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He's the top gun that today's best natural biotechs put on their most lifesaving projects …

He's the trouble-shooter who finds out what works, what doesn't and what's downright dangerous …

He's the best-connected, best-informed, most trusted researcher in the business …

*****

Lead Strategy # 12: **The "Identification" Lead**

One of the best strategies for leading off is to get your prospect to strongly identify with the sales message. In this type of lead, you illustrate an intimate understanding of his world, which carries the strong implication that you can help him *improve* his life. Often this is a matter of presenting your prospect with facts, beliefs, attitudes and desires that's you're 100% sure he's experienced (and better yet, IS experiencing!) – so that he reads the copy and thinks, "Yes!" here's someone who understands me. This person may be able to help.

*****

If it hasn't happened to you already, it probably will very soon … faster than you can say "At last!"

I'm referring to one of life's most exhilarating experiences … an adventure called retirement.

The years when you can finally do what you want to do – including nothing. Go where you want to go – including nowhere. See whom you want to see – including nobody. And be up when you've finally finished sleeping – not when the alarm says you must.

*****

You've done it all. Juggled the demands of your career while being a loving wife and mother. Been the family nurse, bookkeeper, chef, and social activities director. Lost the same ten pounds ten times. And stayed awake countless nights, worrying about everyone around you. No wonder you're worn out!

Well, I have some good news for you. Regaining your energy and youthfulness and staying healthy is a lot easier than you think. Also get rid of aches and pains, stiffness, and soreness. In the next few pages, you're going to learn exactly how to do it.

*****

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This process of creating identification in your lead can also be done in a negative sense. Just look at **Figure 12-6**. It immediately lists things the prospect is currently being frustrated by, in a way that he immediately identifies. Then it transitions into a message that's likely to resonate very favorably with the prospect.

Lead Strategy # 13: The "If-Then" Lead

Pioneered by Gary Halbert and popularized by John Carlton, this is a very reliable and straightforward way to start off your body copy. Essentially the formula is … "If you've ever wanted to [primary benefit], then this will be one of the most important messages you ever read." What you're doing is getting your prospect to nod his head (thinking, "Yes, I want to experience that benefit!") and then making it clear that your promotion is about helping him get there. Here are some examples …

*****

If you've ever wanted to drive a golf ball with the explosive velocity of a howitzer cannon (adding half the length of a football field to your tee shots alone) … while hitting all your fairways and greens with masterful precision … then this will be the most important message you ever read.

*****

If you are even remotely interested in learning how to physically protect yourself (and your loved ones) with complete confidence, then this will be the most important letter you ever read.

Here is why: I have recently discovered a "scientific" fighting system that is so effective, you will be able to knock senseless anyone who confronts you – no matter how skilled they are at fighting – within 4 to 6 seconds! What's more, this fighting system is so easy to learn, you will be able to master it completely overnight, even if you have never been in a fight before in your life, or are a "klutz" at physical skills. Kids, women, even grandparents can master this system with equal ease – and be able to instantly "put away" any bully or criminal who comes after them.

*****

Also, you don't necessarily have to use the whole "most important message you will ever read" line. Just look at

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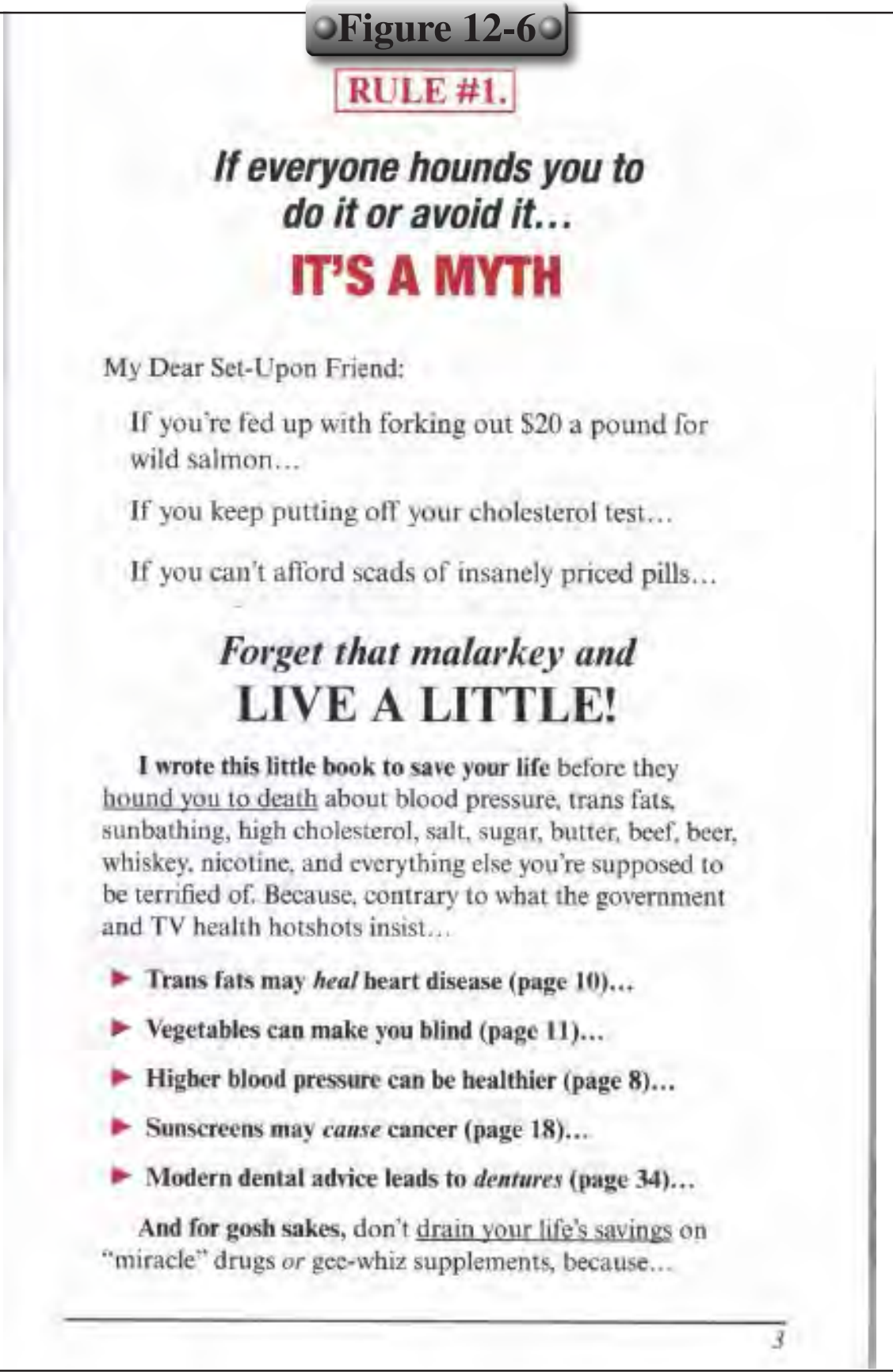
Figure 12-6



RULE #1.

If everyone hounds you to do it or avoid it...

IT'S A MYTH

My Dear Set-Upon Friend:

If you're fed up with forking out $20 a pound for wild salmon...

If you keep putting off your cholesterol test...

If you can't afford scads of insanely priced pills...

Forget that malarkey and

LIVE A LITTLE!

I wrote this little book to save your life before they hound you to death about blood pressure, trans fats, sunbathing, high cholesterol, salt, sugar, butter, beef, beer, whiskey, nicotine, and everything else you're supposed to be terrified of. Because, contrary to what the government and TV health hotshots insist...

- **Trans fats may *heal* heart disease (page 10)...**
- **Vegetables can make you blind (page 11)...**
- **Higher blood pressure can be healthier (page 8)...**
- **Sunscreens may *cause* cancer (page 18)...**
- **Modern dental advice leads to *dentures* (page 34)...**

And for gosh sakes, don't drain your life's savings on "miracle" drugs *or* gee-whiz supplements, because...

3

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Figure 12-7. The point is that you lead with an "if + benefit" statement and then transition.

Lead Strategy # 14: The "Inside Secrets" Lead

When your promotion will be revealing legitimate "insider" information, this can be one of the most exciting ways to jump into your body copy. Usually you want to show your prospect that something's been hidden from him – or that he's been in the dark about something valuable to his life. Then you want to reveal the insider information that he's going to discover in just a moment. Of course, make sure that you're revealing genuine inside information. There's no bigger turnoff to the prospect than being promised something like this, only to find out that the information is common.

*****

Dear Friend in Search of TRUE Breakthroughs:

Your broker may say it's impossible to boost your retirement income by 68% overnight … Your doctor may claim it's unthinkable to cure high blood pressure forever, in a matter of weeks … Your friends may understandably swear these secrets can't possibly work …

But they do. These techniques are NOT risky, illegal or even that hard …

And I know plenty of ordinary people who are quietly using them right now to make their lives "impossibly" prosperous, happy and healthy. As you'll see in the pages ahead …

» You don't have to be RICH to start adding $100,000 a year or much more to your income (page 8) …

» You don't have to WORK HARD to arrange for someone else to pay your mortgage (page 9) …

» You don't have to be a MOVIE STAR to attract the opposite sex in 90 seconds (page 13) …

» You don't have to be a ROCKET SCIENTIST to win 50% more at any casino (page 13) …

All you need is an open mind and an armful of freshly unearthed insider secrets from …

America's ultimate guide to the inside track,

BOTTOM LINE Personal!

*****

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Figure 12-7

Sixteen Scintillating SEX SECRETS For Folks Over 40

Electrify Your Sex Life NOW!

Dear Friend,

If you thought the indescribable pleasure of hot, scintillating sex is reserved just for the young...

If you've been told that fading sexual desire, muted sensation, humiliating performance problems and "is-that-all-there-is?" orgasms are "natural" as you grow older...

If you've resigned yourself to the loss of intimacy... the widening gap... and the searing insecurity sexual disinterest can cause between you and your lover...

And especially if you've wished there was a way to recapture the playful days and passionate nights you both once savored...

...You'd better brace yourself — because the secrets I reveal in this report are about to electrify your love life!

FOR MEN: You'll discover Nature's secrets for better erections — and improved performance that will have your lover satisfied and wanting more...

FOR WOMEN: You'll discover how you can again enjoy the abundant lubrication and intense pleasure of your youth — for you, sexual discomfort can be a thing of the past!

FOR BOTH OF YOU: I'll give you the keys to sparking insatiable sexual desire... to sensitizing your sexual organs as never before... to relishing wave after wave of exquisite, tingling pleasure... and to earth-shaking his-and-her orgasms that leave you breathless in each others' arms, smiling, laughing, and marveling at the pleasure you've just brought each other.

It's all here for you now — and the best part? You won't have to pay any doctor or drug company one red cent for the pleasure of pleasuring your lover!

The best advice a doctor could give you may well be...

"Treat yourself to a rollicking orgasm and call me in the morning!"

We've always known that hot, passionate sex — one, two, three or more times each week — is far and away the best Rx any relationship could have.

Now, medical science is proving that sexual desire, pleasure, and release are godsends for your health, too!

They stimulate brain cells, providing protection from age-related mental decline and memory lapses... spark your enthusiasm for life... energize your body... burn extra calories and melt fat... bathe your cells in life-giving oxygen...

PLUS great sex can kickstart your immune system... defuse killer stress... lift your mood... ease headaches and pain... and many studies even show that frequent sex and more intense orgasms are absolutely essential for peak prostate health!

And get this: According to a study published

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For an interesting spin on this kind of lead, check out **Figure 12-8**. It's kind of a blend of the conspiracy approach and the "inside secrets" thing. The point is that the prospect get the feeling he's about to learn something others don't know or have access to.

Lead Strategy # 15: "Laundry List of Benefits" Lead

This lead works well when you've got a diverse set of powerful benefits tied into your central theme. Essentially, you're getting your prospect to nod his head, while at the same time revving up his greed glands. The challenge with this kind of approach is to still maintain your focus. In the example you're about to read, Arthur Johnson's central theme was that of "boosting your brain health" – and as you'll see, his argument is that all of these amazing other benefits are the result of simply boosting your brain health.

So as you consider using this kind of lead, think about the dominant core benefit you're presenting – whether it's more energy … doubling your prospect's income … or anything else.

*****

Dear Smart Friend (soon to be even smarter!) of Bottom Line:

What if you could suddenly become not just smarter, but …

» Impervious to stress … page 4

» Immune to the blues, bad moods, anxiety, and insomnia … page 8

» Sharp as a tack with near-photographic memory … page 6

» More productive on the job than anyone around you … page 5

» More creative and clever than ever before … page 11

» Madly attractive to the opposite sex … page 10

» Utterly fascinating to everyone you meet … page 11

» Miraculously endowed with supersensitive eyesight and hearing … pages 12 and 13

Not in years or even months, but STARTING MINUTES FROM NOW …

Simply by following some remarkably simple instructions …

And then taking some amazingly safe nutrients!

Sounds almost sinful, doesn't it?

But wouldn't you do it if you could? Of course!

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Figure 12-8

In the next five minutes...

This man will tell you what

WALL STREET ANALYSTS WON'T DARE REVEAL

For Fear of Losing Their Jobs

Discover Wall Street's Most Overlooked Opportunity

- It's ***obvious*** (You'll grasp most of what you need to know within minutes)...
- It's ***easy*** (I call it the lazy man's way to riches)...
- It's ***more profitable*** year in and year out than any other strategy.

And you will NEVER hear about it from a broker, money manager or professional analyst.

No Wall Street "expert" will keep his job writing about what I'm going to reveal in the next few minutes.

In fact, he might *lose* his job. He sure wouldn't be popular with his bosses. He won't exactly be marked for a promotion and a bright future.

But the investment strategy Wall Street WON'T tell you about is the most powerful moneymaking opportunity on earth. Period.

Problem is, it's not the most profitable one for Wall Street.

Turn page, please...

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Well, believe it or not, it's not only possible now, but shockingly easy. And we'd like to show you all the secrets of how thousands of people have done it for real …

FREE!

*****

Lead Strategy # 16: The "Newsy" Lead

You know the value of topical themes and headlines, but how do you actually *write* topical leads? They're pretty easy, actually. Depending on the product and market, you could lead with a credible discovery of something important to the prospect … why it's such a big deal … and then transition into what it means for the prospect. This kind of lead approach is great, because you can make virtually any new event "news," and your copy will take on a feeling of greater importance because of it.

*****

For the first time, Russian researchers have discovered a powerful new eye drop that's proven to do the impossible – literally melting cataracts in just a few months – without surgery!

Human studies prove its effectiveness in 90% of all cases, with absolutely no side effects. A success rate that high is almost unheard of for any medical treatment, let alone one for vision improvements.

Mercifully, this breakthrough is now available in this country – and you can get it without a prescription. But it will still be some time before word of this discovery gets out. Doctors are so firmly entrenched in their "cut-it-out" surgical mindset that they won't even consider a natural, non-invasive alternative.

For now, you're one of the only people to learn about this incredible, sight-saving discovery, right here …

*****

Lead Strategy # 17: The "Proof" Lead

When you have super-strong credibility elements behind your product or service, why not jump out of the gates with them? This is especially important when your prospect immediately recognizes how much he wants the benefits, but will be naturally skeptical. You can defuse

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much of this skepticism in your lead copy this way. There are different ways to do this too – you can lead with a specific study or mention in a credible publication – or you can just mention the general proof and get to the specifics later.

*****

Dear Friend,

New research and clinical testing reveal that a little-known nutrient derived from soy is revolutionizing brain health and giving folks of all ages new hope for their minds and memory.

It's a remarkable nutrient called PS (which stands for Phosphatidylserine), that's been clinically proven to …

» Wake up "dead" brain cells

» Banish memory loss

» Boost your brainpower and make you smarter

» Protect you from a devastating "brain disaster"

Works wonders even in hopeless cases.

*****

Lead Strategy # 18: The "Reason Why" Lead

This lead is pretty straightforward. You're essentially telling your prospect that there's a reason why something is the way it is – and ideally you must be talking about an interesting phenomenon. Anything surprising and valuable will do. In the example you're about to read, it uses credibility – "There's a reason why this nutrient is so amazingly credible …" and you can do the same thing with a benefit … a big, horrifying problem … and so on.

*****

There's a reason why – at a staggering $900 per pound – raw Coenzyme Q10 may be the single most valuable nutrient on the planet: 300 studies by 200 researchers in 18 countries have PROVEN beyond a shadow of a doubt this Nobel-Prize-Winning substance really can help:

» Energize your heart, your brain and your muscles …

» Maintain normal blood pressure and heart rhythm, and banish chest pain …

» Insulate you from deadly free radicals that make you old and sick before your time …

» Provide the abundant energy your cells need to repair themselves and reproduce normally …

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» End sleep problems, ramp up your natural immunity and shield your heart and brain from disaster!

… So why haven't you had *YOUR* CoQ10 miracle yet?

*****

Lead Strategy # 19: The "Simple Fact" Lead

This is a great lead for setting up your sales argument. You make your very first sentence something authoritative – something you KNOW your prospect will agree with. And at the same time, your lead statement of fact must be something he doesn't hear often. It's more of a confirmation of an underlying belief or truism that sounds unique and powerful when verbalized. The point is that once your prospect firmly believes this fact, and it's on the top of his mind, you can transition to the successive points in your sales argument very effectively. Look at the example below to see what we mean …

*****

Energy is life.

Without sufficient energy, your muscles lose their strength and stamina – and you lose your spunk – your "get-up-and-go." Fatigue … lethargy … and depression can take hold of you – and life begins to pass you by.

That's the kind of energy crisis you can feel – right down to your bones!

And when you feel that way, you can bet your bottom dollar something else is happening inside you – something insidious …

*****

Lead Strategy # 20: The "Simple Introduction" Lead

When the author of your promotion is both interesting and credible, often the most powerful approach is to simply introduce him. Just make sure that you quickly either (a) build credibility … (b) intrigue the daylights out of your prospect, so that he can't help but read further … and (c) ideally, get to the payoff – exactly how this person can solve his or her problems, plus achieve the most desired benefits.

*****

My name is John Doe. I'm the editor of the WALL STREET UNDERGROUND, the largest financial newsletter of its kind in the world.

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I'm writing you from a secret, heavily guarded location somewhere in the northern hemisphere.

Although I was born in and love America, I can no longer live in the United States. I would love to but I can't. I communicate with associates via specially scrambled satellite phones. My e-mail is encrypted and shuffled across two dozen Internet servers, in as many countries, so my location cannot be traced. I never send or receive faxes or regular mail.

In fact, my closest associates have no idea where I live … or even how to call me on the phone. Most have not seen me in years.

Why the secrecy? Well, let me put it this way: There is a $5 million price on my head. Everyone from Bill Clinton to Bill Gates would like to see me dead.

*****

Of course, only use this when you've got a highly credible and intriguing person standing behind the product. Otherwise you'll bore your prospect and it'll be game over.

Lead Strategy #21: The "Smack Dab in the Middle" Lead

This approach immediately puts your prospect right smack dab in the middle of the action – and does so in an interesting or dramatic way. It takes advantage of the "show, don't tell" maxim, where people enjoy and believe someone who shows them something – but quite often resist being told something. In this sense, you also give your prospect an emotional experience related to your product and its benefits. It's like a free preview of the pleasure that awaits him once he orders. Copywriting legend Bill Jayme was an absolute master at this technique and the three leads below showcase his amazing talent.

*****

First, fill a pitcher with ice.

Now pour in a bottle of ordinary red wine, a quarter cup of brandy, and a small bottle of club soda.

Sweeten to taste with a quarter to a half cup of sugar, garnish with slices of apple, lemon, orange … then move your chair to a warm sunny spot. You've just made yourself Sangria – one of the great glories of Spain, and the perfect thing to sit back with

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and sip while you consider this invitation.

*****

You're waiting at the corner for the light to turn green.

On your right is a woman who'd love to look like you. To possess your vitality. To have your skin, your hair, your eyes.

On your left is a schoolgirl who yearns to own everything you have on. The gold. The cashmere. The leather. The fragrance …

… and looking at you from across the street is a really good looking guy who'd give almost anything to … or something equally R-rated.

*****

When you find yourself seated at dinner next to someone unusual like Bette Midler, you've got two choices.

You can ask what her brother Danny is up to, why she worships Bobby Darin, whether they really paid her in gold for her recent round-the-clock world tour, why she thinks Paloma Picasso should design clothes, where her favorite hot dog stand is in L.A., and how she feels about Barbra Streisand.

Or … you can say, "Excuse me. Can you please pass the salt?"

*****

Lead Strategy #22: The "Story" Lead

You don't need me to tell you that humans love stories. Stories engage … they entertain … teach … they show, rather than tell. It's difficult for anybody to stop reading a good story, and if you can find one in your research that sucks you in – chances are you've got solid gold on your hands. Just distill the story down to 3-4 very compelling paragraphs … follow the other lead guidelines you're learning in this chapter … and you may just have a monster winner on your hands.

*****

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both – as young college graduates

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are – were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion. They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

*****

Other times, the best approach is to lead with the most powerful case history you've got in your file:

*****

To be precise, Bob H. is over 98, and his wife is bowled over that he's driving, cooking, housecleaning and even doing the grocery shopping! Whatever happened to his arthritis? Discover his secret, and the shocking new non-drug proven in 60 years of covered-up clinical research …

ONE *little vitamin pill!*

What the heck is going on here? Hundreds of detailed case histories don't lie. See page 8, then find out how many more onetime "old-timers" are merrily *running rings* around youngsters …

*****

Lead Strategy #23: The "Wrong" Lead

One thing that's been proven to work is to lead by attacking and debunking your prospect's common assumptions. As you've seen already in our discussions of bullets and headlines, there can be nothing more startling – and INTRIGUING – than finding out that you've been dead wrong about something. Especially when the implications to knowing the truth are immense. This is why you so often see the right/wrong formula used in the health and financial markets. Because myths and fallacies in these areas can cost the prospect a fortune, or even his life!

The trick is to know your prospect well enough that you can present the exact assumptions that are holding him back. Once you debunk this false stuff, its simply a matter of showing how your product can lead him to the truth

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– and the amazing benefits that await him when he gets there.

*****

"You can't beat the indexes and stay safe." *Wrong.*

"It's impossible to pick stocks with complete certainty." *Wrong again.*

There's just no way I could make 37,000% profit in buy-and-hold stocks." *This is SO wrong.*

"It's crazy to even think I could be a million dollars richer this time next year." Let me prove it to you.

In the pages of this free guidebook, you are about to discover that almost everything you've ever been told is *"impossible"* about investing is just wrong.

You'll learn that there are five simple steps that are so effective, academics and Wall Street professionals are studying them as *breakthroughs*.

You'll discover that once you take every *scrap* of guesswork out of your investing decisions, all you are left with is *profit, pure profit.*

*****

Lead Strategy #24: The "You're About to Discover" Lead

This type of lead is pretty straightforward. When you're promising your prospect valuable, useful information within your promotion, you can lead with all the amazing things he's about to discover. The key is to promise your prospect that he's going to discover unique benefits that he eagerly desires – stuff that he simply can't find out anywhere else. This kind of lead isn't usually as compelling as some of the others. But it's a good backup to have in place, something to fall back on when you're writing advertorial copy and nothing else seems to fit. You can also weave in some credibility elements for your editor or spokesperson, and get into bullets that promise specific benefits. Just as you see in this example:

*****

Dear Reader,

In the pages that follow, you're going to learn the stunning, untold truth about the prescription drugs you take every day.

And you're going to learn about safer, natural alternatives

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that I believe work better than drugs … without the drug side effects.

Your guide for this healthy journey of discovery is the legendary Dr. Marcus Laux. Depending upon who you are, you either LOVE Dr. Laux – or absolutely HATE him.

The drugs companies hate him because he tells you what they never, absolutely never want you to know about the drugs you take every day …

The alternative medicine establishment hates him too. Why? Because he's NOT a slave to alternative medicine and he demands real scientific and clinical proof before he even considers recommending a natural cure.

But his over 25,000 loyal readers and patients absolutely LOVE him because he guides them through the medical minefield straight to the safest, most effective natural cures on Earth. Cures that will help you …

» **Heal and reverse your worst health problems** – often in as little as a few hours.

» **Erase the pain and chronic conditions** that can make your daily life miserable.

» **FREE you from the toxic grip of prescription-happy drug companies** who are looking to get richer and richer … while you get sicker and sicker.

» **Energize your everyday life** and eliminate those afternoon "power failures" that make you want to take a nap.

» **Protect you from the medical scare tactics the medical establishment uses** to get you to do what they want … instead of what's best for you.

» **Save you thousands, even tens of thousands of dollars every year** by avoiding the expensive drugs you no longer need.

*****

Start Your Copy Off With a BANG and Never Look Back!

Now that you have every practical tool possible for leading off your copy with powerful momentum and interest, it's time to put everything to work. Remember the main goals you need to accomplish:

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» To start your copy off with momentum …

» Introduce and deepen your product's benefits …

» Get your prospect nodding his head in agreement …

» Establish the conditions/basis of your sales argument (the problem and solution) …

» Intrigue, fascinate and interest your prospect into reading further …

» Bond with your prospect …

Ultimately, your job is to come up with a lead that matches your main theme … that perfectly flows from your headline and deck copy … and then makes it impossible for your prospect to look away.

We recommend that you first ground yourself thoroughly in the principles, so you understand why and how great leads work. Once you've done this, go through the templates and see which ones best fit the circumstances in your promotion. Use the "substitution" principle to adapt it to your own promotion.

Either way, whether you create your own lead from scratch – or you swipe from one the many examples we've provided, your leads will be much better than ever before.

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Leads

As you've just learned, your Lead – those first 5-6 six paragraphs – is one of the most crucial parts of your promotion. It sets the tone and pacing for everything that follows. Weak Leads can make your promotion sink, but strong Leads can save it from other weaknesses.

With that said, your Lead must match your theme, headline and deck. It must flow as a natural extension of those things. So as you go back through the formulas, pay special attention to ones that you think might match your promotion. Some will clearly NOT fit – but others will be genuine possibilities.

Once you've done this, write several Lead possibilities by using whichever of these templates fit:

1. The "Advanced Knowledge" lead
2. The "Advocate" lead
3. The "Act Now" lead
4. The "Authority" lead
5. The "Conspiracy" lead
6. The "Contrarian" lead
7. The "Direct, No-Nonsense" lead
8. The "Dollar Bill" lead

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9. The "Fascination" lead
10. The "Forget" lead
11. The "Hero" lead
12. The "Identification" lead
13. The "If-Then" lead
14. The "Inside Secrets" lead
15. The "Laundry List of Benefits" lead
16. The "Newsy" lead
17. The "Proof" lead
18. The "Reason Why" lead
19. The "Simple Fact" lead
20. The "Simple Introduction" lead
21. The "Smack Dab in the Middle" lead
22. The "Story" lead
23. The "Wrong" lead
24. The "You're About to Discover" lead

Here's what you must do now: Go into the document you've been working with throughout this course. Write one or more leads that seamlessly connect your headline and deck copy variations with your logical argument.

Let me explain this a bit further so it's crystal clear: Here's how your document might be ordered at this stage …

1. Headlines

   Headline/Deck Copy Variation #1
   Headline/Deck Copy Variation #2
   Headline Deck Copy Variation #3

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2. Logical Sales Argument (including point #1, #2 plus the benefits, research and documentation that goes with each point)
3. Excess Research
4. Excess notes from other chapters

You goal now is to craft a lead (or leads) that moves your prospect from each headline variation to the first point in your logical sales argument. When done, your document should be ordered like this …

1. Headlines

   Headline/Deck Copy Variation #1
   Lead copy
   Headline/Deck Copy Variation #2
   Lead copy
   Headline Deck Copy Variation #3
   Lead copy

2. Logical Sales Argument (including point #1, #2 plus all the benefits, research and documentation that goes with each point)
3. Excess Research
4. Excess notes from other chapters

(NOTE: Sometimes you can use the same lead for multiple headlines, but other times you'll have to modify your lead each time. It all depends on how different your headlines are.)

Why create more than one in this process? While this may seem like it is unnecessary work, it's a great idea to submit multiple headline/deck/lead variations. Of course, you don't want to submit *too many* – so be very selective. You only want to submit your best ones. This

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way, you give your client multiple variations he can test against each other. This gives both you and your client the greatest odds of success.

As Gary Bencivenga once mentioned to Clayton in an interview, he often submits a "safe" variation of his promotion with a much more traditionally sound version of his headline and lead … and then he also submits a "riskier" variation that's less likely to be successful, but has huge homerun potential.

We recommend you do the same, simply by following the process we've outlined for you throughout the action steps of this course.

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Quick-Start Copywriting System

13

How to Be More Creative and Productive – While Writing the Best Copy of Your Life!

In this Chapter …

- Why connectivity – NOT creativity – is the real secret to marketing breakthroughs …
- The $10 tool that can double or triple your productivity – AND YOUR INCOME! (What's more, this little device will sharpen your focus so that you learn faster … think more on your toes… and never experience "writer's block" again) …
- When being lazy can actually make you more productive (you'll discover how to turn your breaks into the most profitable time of your day) …
- And much, MUCH MORE!

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If you went through Chapter 11, you know that we thoroughly covered several of Gene Schwartz's most famous concepts: The idea that desire is not created, but rather *channeled* … The Five Stages of Awareness … The Five Levels of Sophistication … and, most importantly, how these considerations impact your headline.

Headlines were king in that Chapter.

And rightly so. Your headline is huge. But what about the rest of your ad? How do you go back through what you've written, to make sure the rest of your promotion is every bit as fascinating … energized … compelling … and readable as Gene's? How do you write copy that leaps off the page and keeps your reader thrilled and excited all the way to the close?

On top of that, how do you ensure that your copy always stays truly original and unique – not just a rehash of what's come before you?

These are certainly no easy tasks!

That's why we're going to revisit Gene one last time. His promotions were truly legendary in their intensity … easiness to read … the ultra-persuasive argument that runs through them … their amazing level of creativity and originality … and how incredibly believable he makes all of his outrageous claims seem.

Wouldn't you like a little bit more of that in YOUR copy? I sure hope so!

That's why this chapter focuses much more on nitty-gritty, nuts-and-bolts writing secrets – secrets that can help you write faster, more energetically, more creatively, with a far greater level of intrigue, and more.

Some of what we discuss here will relate to information about Gene's specific writing and creativity process – information not revealed in *Breakthrough Advertising*, but in lectures that he gave to direct response companies like Rodale. It's nothing short of brilliant.

Others will be secrets that Clayton discovered in dealing with other writers … as they observe his secrets at work, in the real world … and most importantly, by applying them during the writing process.

So let's get to it …

The Problem with Trying to Be "Creative"

One of Gene's core teachings is that too many copywriters attempt to be "creative" in their writing. According to him, the word "creative" is not only intimidating, it's downright misleading!

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That's because it implies that we must produce something out of nothing, which is impossible for us mere mortals to do. Making something from nothing is the realm of God, not humans. Instead, Gene believes our job is to be *connective*.

What does that mean? Simply put, it means that you bring separate concepts, images, ideas or anything else together in a NEW way. You join them in a way that has never been done before. The stronger, more unique and valuable the new *connection* you make, the more "creative" it will be regarded.

And as you'll soon see, this is anything BUT creating something from scratch!

So how does this apply to marketing? Well, the more you work with top marketers and see what they really do, you understand that they are constantly connecting past ideas, concepts or strategies to new situations. That's all they do.

They are taking something that works – whether it's a strategy, a tactic, a headline, a theme or anything else – and then they are connecting that thing to the unique circumstances or situation they currently find themselves in.

For example, one of the biggest reasons why Jay Abraham is so effective – and generally regarded as one of the most creative and successful marketers of all time – is that he's worked and consulted in hundreds of different industries. And that's given him the ability to constantly take things that are "normal" in one industry, and then apply them to a totally different industry for mind-boggling results.

This is *connectivity* at its finest.

It can be the simplest thing. It may be a natural doctor or chiropractor putting his patients on an auto-ship supplement program … or a car wash business offering a referral system that's worked great for dentists … the possibilities are endless. These may be tactics not normally applied to these industries or types of businesses – but they're commonplace and *highly proven* in others.

Those on the outside of this process will see what someone like Jay does as being radically new and creative – but in reality, it's just *connecting* two old things in a new way. Most importantly, in a way that *works.*

As a copywriter, the same applies to YOU. Being connective is very much a matter of taking an idea … a headline … a principle … a strategy … or anything else – something that you've seen or successfully done in one area – and then applying it to your present situation.

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Fortunately, you never really have to come up with something from "scratch."

Can't You Just Feel the Pressure Melt Off Your Shoulders?

The more you understand Gene's perspective on being connective, the less pressure you feel to be "creative." It's actually quite liberating. That's why he writes:

"You don't get an idea of a headline – you either build it, or you unfold it, petal by petal. You dig it out of the market research … you wring it out of the product … you read, you listen, you experiment for yourself. You work – hard. You rub up against this product and market so hard that they seep into your pores. And above everything else – you remember this cardinal rule of creativity:

"What you are looking for in this product and this market is the one element that makes them unique. The idea you want – the headline you want – the breakthrough you want – are all wrapped up inside that product and that market. Nowhere else."

You see, part of the problem so many writers face is that they're trying to "create" a headline, theme, etc. – they attempt to use their imagination as a substitute for this foundational work (i.e. studying the product and the market) that Gene's emphasizing.

This happens, in part, because it's easier and more enjoyable to brainstorm and play with ideas than it is to do hard-core research. Also because many writers simply don't know what is the most effective process for "creating" (*or connecting!*).

They've never heard of this idea!

Moreover, what Gene is describing in the passage above is something that Clayton does and has written about, and what all the other great writers in this business do. It's the same thing Claude Hopkins talked about nearly a hundred years ago!

Namely, you must *fully immerse* yourself in the product and market – get intimate with your problem – and then ask your mind to give you the solution based on all the research inputs you've given it.

Without the process of immersion – and the raw research data it gives you – you'll never be able to make the connection you need. You may be "creative" and produce a lot of ideas and possibilities, but they'll lack relevance to your market and prospect. Worse, your results will show it.

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(As an aside, this is perhaps the biggest flaw with the ads on Madison Avenue. There's little regard for the product, the prospect or market. Rather, you get people who want to be creative and produce highly imaginative new "works of art." This is how you get an animated Barbie and Ken driving a Nissan or talking Chihuahuas selling you tacos. Funny – but not good for sales.)

The good news? The more you understand how *connectivity* really works, the more your perspective changes for the better. You learn to be patient with this overall process. You understand that coming up with the winning theme, headline or other unique element is not a matter of trying to magically conjure up some amazing new idea or concept.

Instead, it really just involves three things: (a) becoming incredibly intimate with every detail related to the product, prospect, and market … (b) continually building your skill and knowledge of what works in winning copy (what you're doing right now) … and then (c) giving yourself the "space" for a new idea, a NEW CONNECTION to pop into your mind.

The Secret of Creative "Space"

In order to make truly new connections, you must understand the importance of "space."

Let us explain. If you've read any of the great books on marketing and copywriting (*Advertising Secrets of the Written Word*, by Joe Sugarman is particularly a great read), you've heard about the process of "incubating." Some writers call it "percolating." Others use the words "brewing" or "simmering." Whatever the word, the idea is the same.

There's a period in the creative process where – once you've immersed yourself in all the details, giving your brain all the raw data and inputs it needs – you must step back and give yourself a break. You must allow for "creative space."

Perhaps you've heard the theory: When you give your conscious mind a break from the learning process – you create a gap or vacuum in your mind. Since nature abhors a vacuum, that empty space in your mind is quickly filled with a new idea … a new connection … a new possibility. This is especially true when you've given your mind specific direction via research and deliberate attempts to solve a problem.

Of course, it's totally unpredictable when that breakthrough connection will materialize. It could be while you're in the shower … driving on the freeway

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… it might even wake you up in the middle of the night! (That's why you should always have some kind of writing or recording device with you wherever you go – you never know when the end result of all your "incubation" will rise to the surface. You certainly don't want to miss it!)

The bottom line is – by giving yourself this space, this time away from a problem – your mind is freed to make that *new connection*. Just ask anyone who's disciplined about this process. They will tell you that it's nearly foolproof. If you do your job in the research phase – and if you're patient enough to wait for the breakthrough – IT WILL COME!

The cool part? It doesn't arise through strain … by force … or by trying – you just have to diligently follow the process: (1) intimately know your product, prospect and market … (2) continue learning and updating your skills and mental database of what great copy is, what it looks like, why it works (what you're doing right now) … (3) pose the problem to your mind with the mental effort and intent to produce a specific result from your research (i.e. a new blockbuster headline, theme, new offer, etc.) … and then (4) take a break, patiently allowing your subconscious the time and space needed to give you that breakthrough.

Who would have ever believed the "creative" process was actually so clear and step-by-step? Isn't that a relief?

This Will Also Make You More Productive – And WEALTHIER – As a Result!

The beauty of this simple process is that it doesn't just apply to writing new headlines or coming up with powerful new themes. It really applies to EVERYTHING – even your daily writing process!

One of the things Gene is famous for is saying that he only worked 3 or 4 hours a day. This was shocking to many people, especially since he also said the #1 secret to being a great copywriter and marketer is HARD WORK!

It's quite a paradox. How can so-called "hard work" be the chief secret of somebody who only works for a few hours a day?

But here's the *real* secret: Gene's definition of hard work really had NOTHING to do with the amount of hours a person puts in. It had EVERYTHING to do with the *level of intensity* you bring into the hours you do work!

Big, BIG difference.

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To best understand this, let's first think about the work process of a professional basketball player. Who do you think would improve faster and perform better: (1) someone who practices intensely, with a high level of focus for 3, 4 or 5 hours a day … or … (2) somebody who practices all day long with 50% less concentration and intensity?

It's obvious, right? Athlete #1. It's not necessarily the time an athlete puts in, but the focus and intensity he practices with.

Well, copywriting is no different. What matters is not necessarily your overall hours, but the energy and intensity you bring to the hours you do work. That's what Gene meant by working hard. And that's what he did every time he sat down to write.

You can literally SEE it in his copy – there's so much energy and intensity in his writing – it literally LEAPS off the page!

For example, just look at how he describes nutrient pellets that aid plant growth:

*****

> But once these tiny pellets are placed near the roots of your starved plants, they perform a scientific miracle that has been every gardener's dream for centuries! They SLOWLY … AUTOMATICALLY feed your plants the life-giving nutrients they need – CONCENTRATED RIGHT AT THE ROOTS OF THESE PLANTS – POURING LIFE-GIVING ENERGY INTO THE VERY HEART OF THOSE PLANTS – DAY AFTER DAY – THROUGH EVERY VITAL STAGE OF THEIR GROWTH!

*****

See how he makes such a boring process seem so exciting? Heavens, he's talking about *plant growth!* But this is a clear byproduct of the incredible energy, enthusiasm and intensity he brought to his work process. That's what he meant by working hard. It's the age-old maxim of quality over quantity.

Use This Secret to Change Your Work Process – And Your LIFE!

Once you fully grasp this secret, a whole world of possibilities opens up for you. If you focus on making your work time highly focused and energized – and you succeed at making that happen – you'll be able to get more done in less time. Often MUCH MORE!

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That often means you can either take on additional work and make more money … or you can have more free time. Either way, you win!

So what's the most practical way to bring lots of energy, focus and intensity into your work process?

Fortunately, Gene had a secret for that too!

It's his famous little timer that he set for 33 minutes and 33 seconds. We have no idea why he used that amount of time – and many writers use different time frames (Clayton uses around an hour, others use 45 minutes, and so on).

But the point is that he had a *set time* for focused work – and a *defined end* at which he would take a break.

Why is this so important? As it turns out, having this defined end to a work period is EVERYTHING if you want to bring maximum focus and intensity to your work!

Let's look at another sports analogy to make this more clear. Let's say that we're helping you train for speed and we want to maximize your sprint time. You're standing out on the wide-open track field … you've got your running gear on (tight little short-shorts and all) … and now it's time to start practicing.

After you've warmed up, you're ready to do the intense training. So we point you in a specific direction and tell you to run as hard and fast as you can.

Even though you start out running hard … you quickly get confused and slow down … and, ultimately, you never really reach your max speed because …

… there's just one little problem: *We haven't given you an END POINT.*

You see, without a clear end point, there's no possible way you can run your hardest. Your body just won't allow it – because you can't keep up such a high level of intensity indefinitely. It's physically dangerous.

On the other hand, if we were to set up a cone fifty yards from where you were standing, and THEN we told you to sprint to the cone – you could now RUN LIKE THE FRIGGIN' WIND!

Having that end makes all the difference – it allows your brain and body to put its full energy into that specific period, knowing that the defined stopping point makes it safe to fully exert itself.

Can You See the Parallel With Copywriting?

When you use a timer while writing and you tell yourself, "Okay, I'm going

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to be 100% focused for this duration of time … I'm going to work hard, in a high energy state … and then when the time is up, I get to take a break and do whatever I want" – *you create a powerfully effective END POINT.*

Think of the difference this makes! Most writers never operate with clear breaks or end points and therefore – just like you experienced on the imaginary track field – they can only bring so much energy into their writing. Their body and mind will not allow them to ever reach a high intensity, because it could be dangerous without having a clearly defined place to stop.

So they become joggers … distance runners in the copywriting and marketing race.

Sure, there can be value in pacing yourself – especially over the course of a career – but it's crucial to realize that direct marketing is an *explosive* profession. You're competing with millions of other advertising messages … you have only a split second to grab your prospect's attention … and then minutes to keep him interested and close him – all while he's got a zillion other things he should be doing instead of reading your copy.

This is why copy that's low in energy – that lacks internal power and momentum – so often falls short. As Brian Tracy says, "Sales is a transference of enthusiasm (energy)." If your copy lacks the appropriate level of energy and enthusiasm, the prospect simply says, "See ya!"

Now that you know this, why not follow Gene's lead? This insight is one of the biggest secrets that separated him from countless other writers in this industry, both past and present.

Another fantastic benefit of this technique is that you build your focus muscle. It's a proven fact that deeper levels of concentration give way to peak performance experiences – *states of flow* – where you operate above and beyond your normal ability. Your actions almost seem effortless.

By actively training yourself to concentrate fully and intensely – for defined periods – you increase your chances of writing in Zen-like "flow" states where creative breakthroughs, effortless work and maximum efficiency are commonplace. Talk to people like Clayton about their experience writing huge winning promotions and they'll usually tell you the writing just seemed to flow … page after page after page!

This Timer Secret Makes You More Creative, Too

Gene was also wise to point out

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that having little (5-10 minute) breaks in between your writing sessions gives your mind a rest – a creative "gap" or "space" – that will often allow new insights to come in. At the very least, it's giving your brain a chance to renew and recharge itself, building up enough energy to work intensely again … and again.

This has certainly been the experience of many leaders in this industry – and there's a high probability it will be for YOU. The more you use a timer, the more your writing will just seem to flow out of you effortlessly and automatically.

You'll create more unique and original "content" with far less strain.

100% of the time? Nah.

But honestly, what works 100% of the time?

At the very least, this technique makes you more reliable. It definitely has for Clayton. When he sits down to write, the words usually just flow out onto the page with great consistency.

With enough practice, you may even advance to a much higher level of mastery. Sheesh, Clayton's gotten so good at this whole "work-intensely-and-then-take-a-break" thing … he can write a full magalog (50-60 pages of copy) in as little as 2 days!

It definitely WORKS.

How Would You Like to Get "Bigger Winners, More Often" – MORE OFTEN?

Of course, these aren't the only benefits of using a timer – it gets even better: Having this practice in place also gives you a very clear measure of your *productivity* for the day.

Why? Because you can keep track of the number of "time blocks" you complete each day. Just keep a little log of each 33, 45, or 57-minute "block" (whatever time increments you choose) that you log into a notebook as your timer goes off.

This helps you set very clear and tangible productivity goals. Just define the number of time blocks you want to complete on each project or task … and then get to it!

Maybe your goal is simple: You want to make your mornings more productive. You can set a goal of completing a certain number of time blocks before lunch time – and then clearly see if you're hitting this target or not.

It's oh so practical.

Here's a real-life example from one of Clayton's copy cubs: One time, in order to complete a book that he was struggling to finish, he committed to

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something called "Eating the Frog." This is a time management technique where you start your day with a highly important task – one that you've been resisting, procrastinating on or that has become downright unpleasant.

The advantages of this technique are: You start your day – FIRST THING – with something highly important … you get TONS of momentum … and everything else you need to do that day seems easy in comparison.

In connection with his timer, he committed to doing two 33:33-time-blocks first thing in the morning – *totally focused* on the book. Since this was not his main work, this is all the time he could ethically allow for it.

The result? Something that was laboring on and on for many months got completed in a matter of WEEKS! It was truly amazing.

So let's quickly recap. This timer technique forces you to become more productive by … (a) enabling you to bring more focus and energy to each moment of the writing process … (b) giving your mind a rest between sessions, allowing recharging and creative "gaps" to take place … (c) it gives you a measure of your output, and as the saying goes, "anything that's measured improves" … and (d) finally – *most importantly* – it makes you a MASTER of the entire writing process, so that cranking out killer copy literally becomes a valve that you can turn on and off – *at will.*

That's exactly why Gene commented that he never had writer's block, EVER. The process that he used, that we are recommending here, gives you greater control over your creative output. You'll produce more, and it will be at a higher level than normal.

That's the beauty of it!

You no longer need to stress out about what you're going to write – how much you'll be able to write – you just set the timer, sit in front of your computer and the words will often just flow. Of course, this isn't to say that you'll never have challenges – but this makes the entire process so much simpler, easier and streamlined.

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Action Steps

13

Productivity, Creativity, & Editing

Top marketers are constantly connecting past ideas, concepts or strategies to new situations. The stronger, more unique and valuable the new *connection* you make, the more "creative" it will be regarded.

Connectivity, Creativity, and Productivity require:

1. Becoming incredibly intimate with every detail related to the product, prospect, and market.
2. Continually building your skill and knowledge of what works in winning copy (well done!).
3. Giving yourself the "space" for a new idea, a *new connection* to pop into your mind by:
    a. Intimately knowing your product, prospect and market.
    b. Continuing to learn and update your skills and mental database of what great copy is, what it looks like, why it works.
    c. Posing the problem to your mind with the mental effort and intent to produce a specific result from your research.

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d. Taking breaks, patiently allowing your subconscious the time and space needed to give you that breakthrough.

e. Managing your time with a *set time* for focused work and setting an *end point.* A timer increases your productivity by:

   » Enabling you to bring more focus and energy to each moment of the writing process.

   » Giving your mind a rest between sessions, allowing recharging and creative "gaps" to take place.

   » Giving you a measure of your output, and as the saying goes, "anything that's measured improves".

   » Making you a *master* of the entire writing process, so that cranking out killer copy literally becomes a valve that you can turn on and off – *at will.*

It's important that you fully grasp and commit to this process, because you're now at the stage where you're to begin writing more aggressively. You see, in your very next chapter you're going to be converting your argument and outline into full-fledged body copy.

Your understanding of how to write is going to play a big role in the quality of writing you produce. So if you're unsure about any of what you just learned, go back and re-read … BEFORE you start writing in the next chapter.

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Quick-Start Copywriting System

14

Fleshing Out the Heart of Your Promotion

In this Chapter …

- How to make sure you NEVER waste the impact of the fantastic headline and deck copy you've written …

- Nitty-gritty, sentence-writing secrets that you've never seen before (most writers take years or even decades to master these secrets, but you'll do it in a small fraction of that time!)

- How to keep your prospect riveted – from the moment he finishes your lead … all the way until he's seen your order form and is ready to buy …

- And much, much more …

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You're now into the *real meat* of your promotion.

You've structured your copy … you've written some possible headlines and deck copy … you've even written a lead that's interesting and easy to read.

Now you've got to write what we call the "Body Copy."

Everything in this chapter is designed to keep your prospect reading through the "Body" of your promotion in a peak state of attention and interest. Why? It should be obvious: If he stops reading, he's NOT going to buy!

And you know when you're doing your job in this area, because you'll …

» **Keep his eyes glued to the page** – which means having the appropriate tempo … stimulating his interest, over and over again …

» **Amplify the dominant buying emotions** – whether it's greed, fear, anger or anything else, you want him to feel progressively more urgent and excited as he makes his way through the copy …

» **Convince him that your product** – and your product alone – is the single best way to satisfy his desires and emotions …

Many of the secrets you'll discover in this chapter will create a powerful sense of momentum in your copy – like it's going somewhere, FAST – and the best thing your prospect can do is hang on tight for the ride!

Key Task # 1: Use Your Bullet-Proof Argument to Write A-Level Body Copy

This first phase will be all about getting the right content in place for your body copy. Once you have that, we'll work on making it smooth and explosive.

The first thing to realize, is that great body copy must be *organized*. If your copy meanders – if it makes the prospect have to think to figure out where you're going … or feels like he's taking two steps forward, then one step back … you've lost him.

Therefore, your body copy can only be as strong as your sales argument. As you learned in the previous chapter, you're going to usually begin with a fact(s) that your prospect already knows is true or that you can substantiate beyond the shadow of a doubt (using a credible third-party source if necessary). Then, you're going to move him through your sales argument logically – step by step – each new contention

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building on the power of the previous one.

Specifically, how does this relate to Chapter 8 that we did on creating a logical sales argument? Because, one of the things you'll do that every great copywriter does is to first gather all of the different points from your research. This is the A-B-C series of reasons why your product is the absolute best solution for ending your prospect's problem – and bringing him the benefits he so eagerly desires.

One of the reasons Clayton is able to write long promotions so quickly is that he always has his argument firmly in place before writing a single word of body copy.

See, once he's gotten clear on the exact argument and reasons why the product will deliver – and he's internalized this argument – it becomes easy to have a conversation with the prospect. The overall pitch – which is all the body copy really is – naturally flows from this rock-solid foundation.

It's a Skill You'll Use On Every Piece of Copy You Ever Write!

When working to organize your sales points, you must remember that your focus is never to create new content. Rather it's to arrange and assemble the different pieces you've uncovered in your research in a way that makes logical sense.

There are many different ways to approach this. It works whether you're writing a newsletter … a course … a magalog … or anything else that's nonfiction.

For example, in preparing ANY promotion you'll always need to gather the relevant foundational facts, benefits, proof elements and other points that you've gotten from your client, your research, your experience and more. Then you have to figure out which ones come first, second, third, and so on – so that your prospect sees them in the most persuasive way possible.

You'll know you've succeeded at this process because you'll have a clear 1-2-3 outline for your copy. An outline that when you read, makes you think that the prospect would have to be completely *insane* not to believe it and purchase the product as a result!

Fortunately, this process of organizing your key sales points is nearly always the same. There's not a lot of creative writing happening here. It's more about taking every single possible building block that you have … and then arranging those blocks in the

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clearest, most logical and persuasive possible way.

Let us give you a more specific example. (This is a scenario we covered in Chapter 8, but now we want you to see the process of re-arranging the points logically. So bear with us.) Say that you're promoting an investment newsletter on oil stocks. In your research, you uncover some basic key facts and points …

*****

» Everybody is hyping oil stocks right now.

» There's a series of occurrences in international regulations that will dramatically impact oil reserves and production, causing them to go down.

» There are select companies that do nothing but mine oil, that few people have heard of, which stand to make a killing as oil shortages and gas price hikes take effect. That's because these companies are not huge, and their revenues, profits … and ultimately their stock values can double or triple in such situations.

» With all this evidence and my amazing track record, doesn't it make sense to at least take a risk-free look at my selections? Remember, you're backed by our unconditional guarantee! Just fill out the RSVP form on page 24 or call 800-ABC-DEFG right away!

» I have discovered 4 companies just like this, with stock values ready to shoot through the roof. And I'm willing to send them to you FREE when you sign up for my *Oil Secrets Newsletter.*

» Just look at the facts, in similar past circumstances, the stock values of companies just like the ones I'm recommending went up 197%... 234%... and even 313%!

» Your advisor has the most proven track record in the oil market, with an average gain of 103% over the last year and up 543% on a single selection.

» Most people think that the big oil companies are the best play when there's a shortage, but there's no money in picking them. It's obvious to all investors.

» Oil shortages drive gas prices up, up … UP!

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» When gas prices rise, the companies that mine and refine the oil are the ones who profit.

*****

Notice how all of these points are NOT ordered very well. This is often the case when you've cut and pasted research, benefits and sales points into your running document.

So what do you do at this point? *Start to logically order them!*

Let's do this oil example together. We'll go through the points above and figure out what should come first, second, third, and so on.

So, what's a good lead idea? Let's try the idea that oil stocks are being talked about like crazy. It sets the stage and tells the reader what the copy is going to be about. Also, it's a statement that would work well in your lead because your prospect would nod his head in agreement. So here's that point listed first in the sequence:

1. Everybody is hyping oil stocks right now.

You also want to let him know the current events that stand to change the landscape and affect the supply of oil:

2. There's a series of occurrences in international regulations that will dramatically impact oil reserves and production, causing available supply to go down.

Then you need to tell him what this means:

3. Oil shortages drive gas prices up, up … UP!

Next, you'd probably want to let him know who stands to make the most money. Here's that point from above:

4. When gas prices rise, the companies that actually mine and refine the oil are the ones who profit.

But there's caveat, NOT every company that mines and refine oil are good plays:

5. Most people think that the big oil companies are the best play when there's a shortage, but there's no money in picking them. Big companies like Exxon are so large, they can only experience small, incremental gains in stock value.

So what's the solution? You need to tell him what kind of oil stocks WILL make him real money:

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6. There are a few select companies which do nothing but mine oil, that few people have heard of, which stand to make a killing as oil shortages and gas price hikes take effect. That's because these companies are not huge, and therefore their revenues, profits … and ultimately their stock values can double or triple in such situations.

Okay, it's time to let him know that you've got the winners already selected. This will introduce your product:

7. I have discovered 4 companies just like this, with stock values ready to shoot through the roof. And I'm willing to send them to you FREE when you sign up for my OIL SECRETS NEWSLETTER.

Now you've just made a strong claim and will need to back this up. So you give him proof:

8. Just look at the facts, in similar past circumstances, the stock values of companies just like the ones I'm recommending went up 197%... 234%... and even 314%!

You need to also let him know about your track record:

9. As an advisor, I've had the most proven track record in the oil market, with an average gain of 103% over the last year and up to 543% profits on a single selection.

Finally, you tell him that he's got nothing to risk and everything to gain. This is the close and the guarantee:

10. With all this evidence and my amazing track record, doesn't it make sense to at least take a risk-free look at my selections? Remember, you're backed by our unconditional guarantee! Just fill out the RSVP form on page 24 or call 800-ABC-DEFG right away!

See how that works? We went from a collection of unorganized facts to a clear, persuasive logical argument. This is one of Clayton's biggest secrets to success, and it's something you MUST learn to do if you want to become a master at writing long copy.

Also, can't you see how having this in place early on in the process would make your job easier? It's true! When you have the clear points laid out like this, it's much easier to insert all the little things you create into the right places. You know where to insert proof elements and documentation for benefit claims … you know where to

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place your bullets … you know which parts of the copy need to be expanded and explained … and more. For a nice example of this, see **Figure 14-1**. The argument for the new investment is basically made right on the cover, in good logical fashion. At the same time, it's also a powerful motivator for reading the promotion.

Best of all, having this in place makes the process of writing the copy much more straightforward and direct.

This is why we've revisited this process in our current discussion of Body Copy. This is literally the blueprint that will guide the entire middle part of your promotion.

Key Task #2: Expand, Explain and Support Each Point

Once you've got your logically organized argument firmly in place – you can start filling in the supporting and connecting copy. (If you followed the steps I just described, you may have already begun this process.)

Let us explain: With the skeleton of your promotion in place, you're mostly going to be elaborating on each sales point … explaining what it means … in some cases, showing how it benefits the prospect … proving that it's true … and then transitioning to the next point.

Here's an example: Let's say that we are writing a promotion for a financial product. And that we want to make the point that Wall Street's ratings are deliberately designed to mislead the prospect, we would need to explain and support that point.

Let's also say that this is what my research has provided us:

*****

Wall Street's credit ratings are bought and paid for.

The main rating agencies like Moody's, Standard & Poor's, Duff & Phelps, Fitch, and A.M. Best charge the companies $30,000 … $40,000 … even $50,000 for each yearly rating.

Often, when a company doesn't like its rating, it ceases publishing it.

After reviewing thousands of ratings by top Wall Street Firms, the SEC discovered that only 1% were "sell" ratings. Merrill Lynch reviewed 2,000 in its Global Research Review – but there wasn't a single case of a "sell" recommendation.

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Figure 14-1

ANOTHER FORTUNE-BUILDING INVESTMENT OPPORTUNITY FROM

Richard Schmidt's

HOMERUN STOCK ALERT

AUGUST 2004

Last year, 8,000 people were infected with a lethal new virus that came out of nowhere and wiped out hundreds upon hundreds of lives in just weeks. Fear and panic spread far and wide.

Scientists say SARS will strike again, only it will be far DEADLIER!

This international health crisis is creating 450% profit potential for investors in the one company clinical trials show could have the world's first SARS vaccine!

INSIDE:

- **Proven vaccine development company likely to be listed on American Stock Exchange within the next 30 days!**
- **Company sales up 400% in 2003: Success credited to new hepatitis A vaccine!**
- **New combination vaccine due to market next month, fueling 450% profit potential!**
- **SARS vaccine Phase I human clinical trial will be completed this year!**
- **And, on top of all that, influenza vaccine production and sales will start in 2005!**

Open now to learn…

Dear Investor,

I alerted you of this company just a few months ago in a special report I sent to you. Since then, the company's stock has gained 349% in under three months!

Now, there have been several critical developments that I believe will send the stock soaring again, and this time into the potential 450% gain range quickly.

This young company is the **one and only** company that is in clinical trials with what appears to be the first-ever vaccine effective at preventing SARS, one of the most

(continued on page 3)

SRL4161-D

Richard Schmidt:
America's most consistent investment advisor, he has beaten the market every year for 12 years in a row!

If you've always wanted stock market tips that produce real profits, look no further. My recommendations offer a perspective that other investment advisors simply can't touch.

That's probably why I've beaten the market every year for the past 12 years, recommending stocks like these:

- **Galaxy** (GAXI) shot up a spectacular 124% in 16 weeks!
- **Sonic Solutions** (SNIC) soared 275% in just 6 months!
- **Stellar Technologies** (SLLR) skyrocketed 248.21% in only 4 months!

Inside, I'll tell you more about another stock with similar potential. It's a

(continued on page 2)

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Even the worst companies got designations like "market perform" … "neutral" or "hold."

When stocks are dropping, brokers often just drop their coverage without explanation. This can cost the unsuspecting investor thousands of dollars before he even knows what's happening.

*****

Given these facts, here's what the body copy might look like:

*****

Wall Street's credit ratings are bought and paid for by the companies they rate. Moody's, Standard & Poor's, Duff & Phelps, Fitch, A.M. Best and other rating agencies charge the companies $30,000, $40,000, even $50,000 for each rating, per year. Worse, if the company doesn't like its rating, most of the rating agencies will cease publication. The poor investor is left in the dark.

Wall Street's ratings on stocks are equally biased: After reviewing thousands of stock ratings issued by top Wall Street firms, the Securities and Exchange Commission (SEC) discovered that only a pathetic 1% were "sell" ratings.

Example: Merrill Lynch recently reviewed 2,000 U.S. stocks covered in its Global Research Review. Not a single one was rated "sell!"

Even companies with horrendous balance sheets and ridiculously high P/E ratios are rated with sugar-coated designations like "market perform," "neutral" or "hold."

And when a stock truly falls out of favor, most Wall Street brokers simply drop their coverage all together – with no warning and no explanation. You could easily lose thousands of dollars before you ever hear that the stock was dropped!

*****

See, that entire passage of copy is designed to explain and support the point about Wall Street misleading the prospect. It all came from the research. Remember, this is a little more on the polished side. At this stage, you may just be jotting down notes, facts and ideas that support the point you're making.

In a few minutes, we'll show you exactly how to make these chunks of

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body copy smooth and powerful – so that they read quickly, persuasively and with plenty of momentum!

If you type out the raw, unedited explanation for each point you're making – and you insert the related benefit copy and proof elements – a rough draft will rapidly begin to emerge. For example – just look at **Figure 14-2**. You can clearly see how a point is being made (your brain needs proper blood sugar levels), and that point is being substantiated (the University of Illinois example).

Master this process because you'll use it over and over again as you write your body copy.

The beauty of it is that you will have most of the content – exactly WHAT you'll be saying in your promotion – in place just by making your points, and then explaining and backing those points up.

Key Task #3: Create Powerful, High Momentum Sentences and Paragraphs that Flow Together Seamlessly

Of course, by the time you've hit this stage in your writing there's usually just one little problem: Your sentences and paragraphs won't be *well-connected!* Perhaps the logical flow from paragraph to paragraph will be off a little bit. Or the transitions from point to point will feel awkward and cumbersome. This is nothing to be afraid of. In fact, it's to be expected!

We're going to fix that *right now*.

Let us give you an example. Let's say that you're writing for a health newsletter. You've got a section of bullets about a "superfood" that you're teasing the prospect about – and you're promising to reveal it in a premium.

It might look something like this:

*****

» In Persian mythology, eating this fruit makes the hero Isfandiyar invincible …

» In the Bible, the Lord commands that it shall appear on the robes of his high priests …

» The prophet Mohammed is said to have urged his followers to eat it to cleanse them of hatred …

» The Buddha is said to have blessed it and used it as a cure …

» In ancient China, it was the symbol of abundance and a blessed future …

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Figure 14-2

Pre-Publication Report

Boost Your Memory and Mental Alertness!

Did you know that your brain needs more blood sugar than any other part of your body?

It's true. Your brain is a virtual *sponge* for blood sugar, sucking up nearly 25% of all the glucose in your bloodstream. They used to say that fish was brain food, but scientists now believe that the real brain food is a spoonful of sugar.

In a recent test conducted by Dr. Paul Gold at the University of Illinois, for example, Alzheimer's patients scored *100% better on memory tests* after drinking a glass of super-sweet lemonade than they did when they took a similar test without the lemonade.

But before you run to the doughnut shop, keep this in mind: The object is not to give yourself a sudden hit of blood sugar, but to keep your blood sugar *balanced* throughout the day.

When you eat a doughnut for breakfast, for example, it might keep you functioning well at work for an hour or so. But your pancreas will respond by pumping out more insulin, which in turn makes your blood sugar drop. By 10 o'clock, you'll be back in the brain fog!

If you want to stay mentally alert and sharp throughout the day, you've got to eat THE SUGAR SOLUTION way! *May we send you a free-trial copy of the book to show you how?*

Enjoy Great Eyesight As Long As You Live!

No one wants to move into a nursing home or become a burden to their family. No one wants to stop living in their own house or lose their driver's license. That's why it's so important to keep your eyesight in good shape as you get older.

But blood sugar that stays too high for too long is one of the worst things you can do to your eyes!

All that excess glucose in your bloodstream damages the tiny capillaries in your eyes, making them swell and burst, impairing your vision and often resulting in blindness.

Too much glucose also causes the growth of new (and unnecessary) blood vessels in your eyes. This condition is called diabetic retinopathy, and it's one of the leading causes of blindness in America.

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» Medieval Christians portrayed it in paintings of Jesus and the Virgin Mary …

*****

Okay, so let's pretend that you were writing this promotion and you had created these bullets based on your research. This is quite often where you find yourself in a rough draft.

Now how do you connect them to running text in the copy?

Here's one possibility:

*****

And when you sift through ancient sacred texts, this same curious fruit crops up everywhere …

There is indeed a strong tradition that the rimmon (name of the fruit) grew in the Garden or Eden, but that's just the beginning …

» In Persian mythology, eating this fruit makes the hero Isfandiyar invincible …

» In the Bible, the Lord commands that it shall appear on the robes of his high priests …

» The prophet Mohammed is said to have urged his followers to eat it to cleanse them of hatred …

» The Buddha is said to have blessed it and used it as a cure …

» In ancient China, it was the symbol of abundance and a blessed future …

» Medieval Christians portrayed it in paintings of Jesus and the Virgin Mary …

You might say there's a pretty strong consensus! But the best news of all may be the cost factor. When I shopped around for sources of rimmon juice, I found I can drink it everyday for …

*****

Notice the connecting paragraphs before and after the original bullets. They ensure that your different components flow together smoothly and effectively.

For another example of very well-connected paragraphs, look at **Figure 14-3**. Notice the excellent flow – how each sentence and paragraph transitions smoothly into the next one. This is exactly what you want.

How to Write Connecting Paragraphs that Tie Everything Together

In a talk Clayton once gave to Phillips' marketing team, he said, *"Sales copy is only as strong as its strongest link – and it's as weak as its weakest link."* In other words, you must carefully support and connect each little section of your copy with

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Figure 14-3

Why some oncologists will never die of CANCER

My circle of informed physicians isn't playing "let's wait and see" with cancer. We've started taking the most powerful nutrient for prevention ever discovered. And if we doctors ever get cancer (the odds are slim), we have cancer's strongest natural enemy ready and waiting...

Don't let anyone tell you that cancer still can't be prevented or cured. It can be prevented, and I'm about to show you how. This natural substance is also the most promising cancer cure ever, and is practically unknown in the United States. I'm using this new cure in my own practice and I believe we've finally beaten cancer for good.

The biggest breakthrough in the war against cancer

If you haven't heard about **Palladium Lipoic Complex**, you're probably not a *Sinatra Health Report* subscriber. In fact, readers of my newsletter were among the first non-physicians to learn about Palladium Lipoic's success in stopping breast cancer, brain cancer, lung cancer, and many other forms.

You haven't seen Palladium Lipoic on the six o'clock news or *Sixty Minutes* yet, because clinical trials are still being conducted in this country. Obviously, the researchers don't want to announce they've found the cure to cancer until they're absolutely sure.

But I'm already recommending Palladium Lipoic to every new cancer patient. Why am I so confident about Palladium Lipoic? First, this natural wonder-cure is quickly becoming the treatment of choice in Europe and Australia.

Plus, Palladium Lipoic is a natural substance—a unique combination of the element palladium and alpha lipoic acid—and has absolutely no side effects, unlike radiation, chemotherapy, or surgical removal.

Pull the trigger and kill any cancer cells in your body

Simply said, Palladium Lipoic seeks out and destroys any cancer cells in your body by stealing their electromagnetic energy. In other words, it pulls the cancer cells' batteries out, and the dead cancer cells are flushed out of your body. At the same time, Palladium Lipoic invigorates your normal cells, helping repair any damage the cancer may have done.

I've just finished a report titled ***Oncologists' Secrets for Stopping Cancer***. Save your own life in advance. Find out how to get a free copy right away!

8 **Call Toll-Free 1-800-784-0867**

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relentless precision. Otherwise the chain will be broken.

And a single weak link is enough to destroy ALL the hard work you've done!

On top of that, it's not enough for your copy to have great proof … benefits … a guarantee … or anything else.

As you saw with the example above, it's got to *flow*.

You need powerful connecting paragraphs that make your copy seamless – that keep the chain between each component unbreakable.

So let's look at the chief qualities of powerful connecting paragraphs:

1. They must connect logically …

When your copy moves from point to point, it's gotta make sense to your prospect's rational brain. He must never think to himself, "What?! Wait a second …" or "What does that mean?"

Even if you've carefully worked out your chain of logic before writing (as we've repeatedly emphasized), it's vital to make sure that each sentence seems to proceed sensibly from the previous one.

Look at this example of the Supernet promotion that mailed for three profitable years:

*****

Without the Supernet, the entire World Wide Web is DEAD!

The Supernet couldn't have come at a better time.

Why? Because the entire Internet MUST switch to fiber optic cables – and SOON – or the whole World Wide Web will grind to a screeching halt!

At this moment, no more than 40% of the homes in most advanced nations and less than 2% of homes worldwide are connected to the Net.

… And still it slows down to a snail's pace at times of peak usage!

What will happen over the next few years as the rest of the world's middle-class population gets connected to the web?

Look. Internet traffic has been doubling every 10 months for the past 10 years. That was OK when a "double" meant jumping from, say, 1 million bits of traffic to 2 million bits per day.

But today, it means jumping from 3 trillion to 6 trillion bits

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per day, then to 12 trillion … 24 trillion – in a single year!

The fact is, the old-fashioned copper phone lines we have now can't possibly handle that kind of volume!

Unless something is done – and done FAST – the Internet will soon come to a total standstill. Lines will be so clogged with data, nothing will get through.

No wonder major telecoms are in a dead-heat race to replace their old-fashioned copper wires with speed-of-light fiber optic cables!

But it's MUCH easier said than done. Purchasing land and negotiations for rights-of-way are expensive and agonizingly time-consuming. Environmental impact studies required by the U.S. Environmental Protection Agency (EPA) take years.

And then comes the real work: Actually installing tens of thousands of miles of expensive, moisture-proof pipes filled with fiber optic cable.

No doubt about it: If we wait for mainstream telecom companies to do the job, it'll be years before the new net has the speed it needs to survive!

Fortunately – for all of us …

Two unlikely companies have quietly wired the U.S. with fiber optic cables ALREADY!

*****

Notice how each and every sentence flows logically from the previous one. Don't you find yourself nodding your head in agreement as you continue to read?

To get good at this, you must a) simply do your homework, and make a rock-solid argument … b) you must genuinely *believe* the argument you're making … and c) you must tap into your inner salesman, by making that argument in the most conversational, yet persuasive way possible.

2. Your connecting paragraphs must feel "smooth" …

Much of the "smoothness" of your copy will depend on your overall word choice, and the power of your transitions from sentence to sentence, paragraph to paragraph. The best way to quickly get good at this is to practice the words you see in *The #1 Way to Elecrify Your Ads!* premium.

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These words are directly from the pages of winning copy, and they connect sentences and paragraphs quickly and smoothly, so that your prospects eyes and mind flows without interruption.

In the Supernet example above, you saw transitional words and phrases between paragraphs used like … *why? because … at this moment … and still … look … but today … the fact is … unless something is done … no wonder … but it's much easier said than done … and then … no doubt about it … fortunately* … and so on.

Each of these words and expressions create a strong sense of continuity. And that makes the ideas flow together quickly and seamlessly. They up the tempo of the copy and move it along as fast as humanly possible.

Also remember that a little goes a long way. On **Figure 14-4**, you can see an example where just a few paragraphs precede various bullets – and connect wonderfully through the use of these words.

3. The copy must move from paragraph to paragraph, section to section, with EASE …

Part of the "ease" you bring to your copy will depend on how conversational you're able to make it. In other words, you've got to ask questions in the right places … naturally answer objections in the right places … transition from sentence to sentence effectively and more.

Let's get back to the Supernet promotion to see what we mean.

*****

Now, these two companies have a staggering 59,000 miles of fiber optic cable already installed – enough fiber optic cable to criss-cross the entire U.S. mainland, from coast to coast, about 20 times!

These two Blue Chips are about to become the giants of the New Supernet – and virtually no one on Wall Street even has a clue!

It's one of the great ironies of our time: more than 5,000 Wall Street analysts scan the NASDAQ every day, in a frenzy to find the next super-hot tech stock.

Meanwhile, these two "old-economy, brick-and-mortar" blue chips are about to absolutely revolutionize the entire high-tech universe!

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Figure 14-4

It worked too well and had to be

The "Forbidden" C

Unfairly banned and taken off the shelves, here's how you can legally benefit from this proven, "better than Prozac" emotional healing cure...

"Dr. Mindell saved me with his basic health system!"

— Michael Schoo, Florida

- **How your thyroid can sabotage your emotional state.** Easy fix on page 308.
- **Why a sleeping pill is the absolute *worst* thing you can do for insomnia.** Pages 327–328
- **Tired?** It may well be something you're eating that you shouldn't be. Find out on page 325.
- **A teaspoon a day of this powerful healing supplement** can banish bipolar disorder, depression, and postpartum depression. Page 325
- **13 prescription drugs known to *cause* depression** (including, ironically, antidepressants). Page 326
- **Jet lag and insomnia can be cured**—thanks to a supplement with the exact same molecular structure as your body's own "put-you-to-sleep" hormone. Page 329
- **How lowering your cholesterol can *cause* depression.** Page 325

The amino acid *tryptophan* has been called "Nature's Prozac." But it's actually *better*—more effective, less expensive, and with none of the side effects or withdrawal problems.

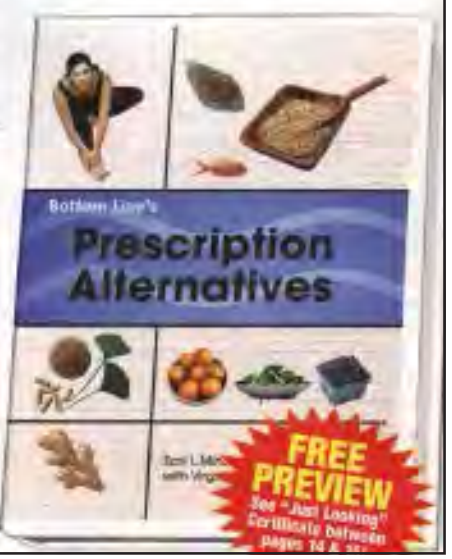
Unfortunately, its superiority led to its downfall. A few years ago, to protect the big drug companies' profits, it was banned by the FDA on the pretext of a single contaminated batch from Japan. (The FDA, however, still allowed it in baby formulas and nutritional powders for the elderly. What does *that* tell you about their *real* concerns?)

But depression is too serious a problem for Dr. Mindell to let a bunch of bureaucrats stand between you and a cure. So, in PRESCRIPTION ALTERNATIVES, he tells you how to get around the red tape and buy tryptophan perfectly legally.

In addition, he reveals a supplement that's just as good as tryptophan. In fact, this supplement is actually what your body converts tryptophan to just before it becomes the feel-good brain chemical *serotonin*.

From time to time, we all deal with "mental health" issues—from sleeplessness and anxiety to depression. Why not let Mother Nature lend a hand?

- **The likely "hidden trigger" behind your insomnia, anxiety, or minor depression.** Easy to eliminate. Revealed on page 325.
- **Nature's natural sedative.** Used for thousands of years. Safe and non-habit-forming. Page 330
- **How to be your own best psychotherapist.** Page 331
- **How the Chinese cure anxiety *without* pills or therapy.** Page 331
- **The "light cure" for depression.** Page 337



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When word gets out – when Wall Street wakes up to the virtual monopoly these two companies have in fiber optic telecommunications – these stocks are going to the moon.

They are just two of SIX companies that will dominate the New Supernet!

There's so much more I need to tell you about them – and I want to give you all the exciting details FREE – in my complete GIANTS of the NEW SUPERNET Portfolio.

*****

Remember, conversational copy doesn't always have to have lots of slang or sound informal. It just has to come across as the simplest, clearest way to explain something – person-to-person. The passage you just read accomplishes just that.

Again, here's what we recommend: As you're writing your body copy, visualize your prospect and how you'd be explaining everything to him in a real-life conversation. What would you say to him first, second, third and so on. How would he respond? When would he object or ask a question?

Working your way through this kind of visualization prevents the mistake most copywriters make of staying in their own heads, writing copy and making an argument that makes sense to them – but NOT the prospect!

On the other hand, when you have the sense that you're sitting down with a friend and explaining your argument to him (including exactly how he can benefit) … you're going to naturally transition more smoothly and easily … you'll find yourself asking questions in the right places … answering objections at the appropriate moments … and your copy will feel incredibly natural.

Now look at **Figure 14-5**. The running text (to the left of the two sidebars) is very fluid and conversational. How can I tell? Well try this: Read the copy out loud. Imagine you're "speaking" the copy to someone. Notice how each sentence … each subhead … all of it just flows like you would say it to a friend.

And notice how easy it is to read! Arthur Johnson is one of the very best in the world at this style of writing, and you can see that in this example.

4. Good body copy gives you a sense of something building …

One of the outcomes of having strong sales logic in place is that your copy develops a powerful sensation of building to the inevitable conclusion: Buying your product is a no-brainer –

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Figure 14-5

And unfortunately for us humans, it's all held in place by a few elastic bands of tissue called *ligaments*.

Ligaments are like rubber bands. When they're young and strong, they keep your spine aligned just fine. But as they age and get slack, your back falls out of whack...

- **Your back muscles** stress out *and go into spasms*...
- **Your vertebrae** thicken, narrow and pinch *your nerves*...
- **Your discs** start to degenerate, bulge *and rupture*...

No wonder so many of us are in agony! Dr. Whitaker realized that unless you *strengthen these ligaments*, other therapies are doomed to fail. But if you *do* heal the ligaments, everything falls into place again. And his "corn syrup therapy" does this with stunning speed. The nutrient triggers a powerful healing response. Growth factors rush to key ligaments and begin reconstructing the damage...

Placebo effect? NO WAY! Skeptical scientists did a double-blind study....

The results were published in the famed peer-reviewed medical journal, *Lancet*, and guess what? "Corn syrup therapy" blew the placebo away. Nearly 9 out of 10 patients improved dramatically.

More amazing still, long term records show that 4 out of 5 back sufferers consider themselves *cured*. Even years later, the pain's still gone!

It's not too late for you. Look at how far gone Richard was...

Richard's MRI revealed bulging discs and spinal stenosis. The pain radiated so far down into his legs that he even had trouble walking. Specialists wanted to operate, but Richard subscribed to HEALTH & HEALING. He decided to try the "corn syrup" instead, *and now he's playing golf every day.*

FREE Year & FREE Gifts! See p. 23

As if these great results weren't enough, Dr. Whitaker's patients have also found that...

Nearly *any* kind of joint pain responds equally well

Whether it's caused by arthritis, TMJ, tendinitis, bursitis, whiplash or other injuries...

What's hurting you? You'll find full details about this pain breakthrough and how to find a trained therapist near you in your FREE REPORTS. Just RSVP to get them all, and you'll also learn the shocking facts about...

(Continued on page 14...)

Why Jean didn't need JOINT REPLACEMENT

4-week wonder works faster than surgery

Your FREE REPORTS will also include Dr. Whitaker's revolutionary program that's making hip and knee replacement obsolete. Don't let any loved one endure surgery until they see the eye-popping details.

X-rays showed that Jean T. had practically ZERO cartilage left in her hip. Her doctor recommended an artificial joint, but Jean subscribed to HEALTH & HEALING. She gave this quick new discovery a try and...

A few weeks later, she took up *square dancing*...

NOTE: Just recovering from hip surgery can take months. When a surgeon examined Jean later, even he was forced to agree: *"I don't want to touch your hip — but you're putting me out of a job!"*

Don't take my word for it, try it yourself! RSVP today for your FREE REPORT...

DR. WHITAKER'S NEW ARTHRITIS REVOLUTION

FREE! See page 23 and RSVP today!

"MY JOINTS FEEL 99.9% BETTER!"

HEALTH & HEALING subscribers want you to know that...

"Now I cycle 9 miles to work!"

"Developed painful arthritis in my left leg and hip. [After trying Dr. Whitaker's program,] the problem is on its way out. I move more easily in the morning and cycle 9 miles to work with nary a thought about arthritis!"

— H.D., Elkhart, IN

"No prescription drugs...no pain!"

"My insurance company got tired of paying [for my pain drugs] so started raising my rates. I canceled the policy [and] started [Dr. Whitaker's natural] program. No prescription drugs...no pain...no extremely high priced insurance premiums!"

— Larry O., Jamul, CA

"Life was hell, but I'm so much better!"

"Two years ago this month, I woke up to the alarm going off [and] couldn't move. I was truly scared. I prayed God, please help. Life was hell. [But Since trying Dr. Whitaker's program,] I am so much better! Am able to work! Thank you!"

— M.A., Springfield, MO

"Feeling 99.9% better!"

"Feeling 99.9% better...I wish I would have known about [your program earlier]. It may have prevented many years of pain and surgeries. Thank you Dr. Whitaker!"

—S.Powell, MacComb, MI

Now, isn't it your turn? RSVP for your FREE REPORTS!

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and NOT buying it is the single dumbest thing your prospect could ever do!

You see, when you've promised desirable, credible benefits to your prospect – he actually *wants* to believe you. Sure he's skeptical. But if each sentence and paragraph in your body copy build up the sensation that amazing benefits are truly right around the corner – he's going to start getting progressively more excited as he reads.

Getting this quality into your body copy is mostly a function of everything else we're sharing with you in this chapter. Just follow the steps we're outlining here and your copy will almost automatically have an exciting, "building" quality to it.

The Secrets of Seductive Sentence-Writing

Another key component of your body – which help determine its overall tempo and momentum – is the sentence patterning that you choose. Unfortunately, this is one of the absolute most difficult things to teach – because there's really no set of objective criteria to measure or evaluate it.

It's even hard to describe it!

Let us give you an example with lots of sentence variety before explaining further:

*****

Think your Dow and S&P stocks are safe? THINK AGAIN!

As I write this, many large, blue-chip stocks are widely overvalued, too!

Walmart … Alcoa … Intel … and Disney are selling at DOUBLE historical norms – and International Paper is going for more than THREE TIMES the Dow's average historical valuation.

Corning is going for 105 times earnings … Sanmina-SCI Corporation is selling for 154 times earnings … Phelps Dodge is selling for 1,249 times earnings … Robert Half International is going for 638 times earnings … and Comcast is fetching a mind-blowing 716 times earnings.

Think of it: It will be the year 2720 – 716 YEARS from now – before Comcast's accumulated current earnings per share equal today's price!

There's not a doubt in my mind: This market is going DOWN … SOON. And when it does, it's going to send mil-

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lions of trusting investors to the poorhouse.

The good news is, you do NOT have to be one of them! To the contrary: If you act now, you can actually USE this great stock market to lock in truly massive profit potential!

*****

Just read the passage and observe the ups and downs, the ebb and flow of the words and sentences. And notice how it mostly just seems to read itself.

The single most valuable thing you can ever do to master this aspect of your copy – the art of stringing powerful sentences together – is to simply write out winning sales letters longhand.

Use the swipe file we've provided to you with this course … and beyond that, write out copy from guys like Gary Bencivenga, Halbert, Carlton, Schwartz, Ted Nicholas and any other legends you can find. This process will literally "inject" the sentence patterns and winning tempo used by all these great writers – right into your brain.

On top of this, here are some key pointers we've discovered:

1. Use punctuation to your advantage. Punctuation can have a profound impact in the flow and tempo of your copy. Notice how, in the passage above, we carefully used ellipses … colons … exclamation points … dashes … commas and more to impact the way the copy reads.

2. Vary your sentence length. Monotony and predictability destroy your copy's tempo, by making it boring and repetitive. Don't make this mistake.

Make some sentences long. Make others short. (Like this.) This is how we naturally talk, which is why it works so well in print.

For example, if you were telling a story about something that happened earlier in the day, it would sound something like this:

*****

Hey, you won't believe what just happened to me!

Well, I was riding my Harley down the expressway. You know, I-40 West? Anyway, it was freezing.

And I'm just motoring along, minding my own business, when I see a whole slew of flashing lights and stopped cars ahead of me.

"Damn," I thought. What the hell happened here? And when I finally get to the line and get

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stopped by one of the police officers (which explains all the flashing lights), he tells me that a convict had escaped from a nearby freeway work program. And he's now on the loose!

Damn!

"What a comforting thought," I tell him. He smirks as he checks out my driver's license. Of course, there's no problem with it and he tells me I can leave.

Thank God …

*****

See how that story – via a one-on-one conversation – just naturally ebbs and flows. Do you notice how some sentences are naturally longer and more complex, while others are short and simple.

That's how we talk!

Your job as a copywriter is to model this to the best of your ability. Remember: Nobody ever wants to be lectured. Nor do they ever want to be "sold" something (despite how much we think we're God's gift to salesmanship!)

But you'd be hard-pressed to find a single person on this planet who wouldn't engage in an interesting, down-to-earth conversation about his favorite subject: HIMSELF!

So take advantage of this powerful dynamic by making your copy sound like a genuine conversation with (and about!) your prospect.

3. Don't be afraid of the occasional run-on sentence. In school you were beaten over the head (or maybe over the wrist) with the idea that you never write a run-on sentence. Well, I say that's ridiculous.

In any given promotion, a great copywriter may have dozens and dozens of what academics would consider run-on sentences. And you know what? They don't do it to piss them off, they write them because they WORK! (Most college professors would keel over if they new how much money my run-ons and grammatical violations have made guys like Clayton over the years.)

Let us show you a quick example first:

*****

By spotting the hottest CONFIRMED trends, Super-Trend ALERT strives to get you into the right fund at the right time to deliver maximum profits with as little risk as possible …

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> … And then, when that trend begins to slow, SuperTrend ALERT is designed to tell you to take your profits – BEFORE you're exposed to increased risk!

*****

Even though it's split up, this is technically all one sentence. So why did Clayton not break it up with a period? Answer: Because that would have slowed it down! He didn't want that. Instead, having the ellipses in between the sentences made it read faster.

Which leads me to a fundamental truth about body copy – and copywriting overall: Judge everything you write by this one simple question:

Does this help my reader quickly get to the next sentence?

If the answer is "yes" – you're on the right track. If not, then stop immediately. You can violate any rule in the world *provided* you're helping guide your prospect through your promotion, sentence by sentence, benefit by benefit. Nothing else matters.

This is exactly why run-ons can be so effective. As long as the meaning of the sentence is clear and flows smoothly, it doesn't matter if you package 2, 3 or 4 separate ideas into a single sentence. If he gets through your copy faster – with the meaning and impact being clear to him – then you're getting the job done.

Here's one from Arthur Johnson:

*****

> And with one stroke of the gavel, the company offering a safe, natural, unpatentable solution for managing cholesterol suddenly found itself in violation of federal law simply for claiming the truth: That it's red yeast rice product lowered cholesterol by using the exact same substance prescription drug makers have patented and marked up a thousand percent more …

*****

Again this is technically a run-on sentence, but who cares? It gets the point across and moves you swiftly and effectively through a somewhat complex idea.

However, the one caution for you is when it comes to run-on sentences is clarity. You never want to "move things along" at the expense of clarity. Your prospect should never have to guess what you mean. This is often why a great writer will usually break up long sentences with hyphens and ellipses, just as you see in this example:

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*****

Then, in March and April – right on cue – the NASDAQ crashed 37.1%, wiping out more than one-third of investors wealth – and more than $2.3 trillion in just 26 trading days.

*****

Or here's an even longer example:

*****

Using our massive computer network and customer analytical software, my 100 analysts and support staff continually monitor the underlying fundamental strength, historic volatility and relative value of almost every investment you own – 8,000 top mutual funds and 6,100 stocks – including nearly every stock traded on every major exchange in America:

*****

See, even though most authorities would have recommended breaking those sentences up, you can see how we were able to keep them clear and swift through the use of dashes and commas.

Again, it would be impossible to give you hard-and-fast rules for exactly when to write longer sentences with dashes, commas, ellipses and so on. It's a skill that must come from constant study of what top copywriters do … and then the intuitive sense for knowing what sounds most fluid and conversational.

That's going to be the way you judge your success in this area (most of the time). As you write and later evaluate your sentences, always be asking yourself, *"Do the punctuation and structures I'm using here make this sentence sound as clear, fast-moving and conversational as possible?"* Over time, you will naturally develop a strong sense for this and the right choices will become second nature for you.

Become a Master at Using the Bucket Brigade!

A huge portion of the momentum inside your promotion will depend on the quality of your transitional words – how you connect your sentences and paragraphs. These have been termed the "bucket brigade" by some writers, because they keep the copy moving – line by line – at the appropriate pace. For example, look at the following copy from one of Clayton's most profitable financial promotions:

*****

In fact, I'm so confident I'm right this time as well, I don't

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mind once again going out on a limb – with this unhedged, plain English forecast:

Before this impending stock market massacre is over, the life savings, investments and retirement plans of millions will have been decimated …

And a whole new mass over poverty-stricken Americans in their 50s, 60s and beyond will be left naked and alone – without the financial security and independence they worked a lifetime for.

I do NOT want that for you! That's why I've rushed this urgent alert to you today. And it's why I'm about to offer you $1,539 worth of investment tools I expressly designed with one goal in mind: To help YOU survive and prosper.

Nevertheless, my worst fear is that this great crash may have already begun – BEFORE this urgent warning and sincere offer of help could reach you.

If so, please do NOT give up hope.

There is *still* time to PROTECT what's left … and REPLACE any money that you've lost!

EVEN MORE THAN THAT: There's time to turn this rare period of convulsive change into one of the greatest profit opportunities of your lifetime – with investments that have the PROVEN POTENTIAL to soar as much as 562% in times like these – but only if you take action RIGHT AWAY!

That's why it's so crucial that you read this report from cover to cover – and it's why you simply MUST send for the FREE investment tools I've created for you right away.

Please – I urge you: Read the enclosed report BEFORE IT'S TOO LATE!

Yours for SAFE MONEY,

Martin D. Weiss

*****

Notice how the first word(s) in each sentence (which we've bolded for emphasis) help create a powerful sense of continuity. It's harder to stop reading it than it is to continue!

That's exactly what you want in every piece of copy that you write.

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Key Task #4: How to Write Killer Subheads

Subheads are by far one of the most important elements of your body copy. And don't make the mistake that most copywriters make, sleepwalking through your subheads.

Here are the basic goals of your subheads:

1. To provide eye relief. Reading long passages of copy isn't easy. Especially in our attention-deficit-driven society. But inserting well-placed subheads into your copy gives your prospect's mind a break from all the sentences and paragraphs you're moving him through.

As a result, your copy moves more quickly and becomes substantially more readable.

2. To grab your prospect's attention and bring him down into your copy. It's a fact: Many of the prospects reading your promotions are scanners – they won't read the copy word for word, but rather they scan through it, reading just the parts that seize their attention and overall interest.

When you write interesting, eye-catching subheads – you force a scanner's eyes down into the running text of your promotion. Ideally, your copy then has the opportunity to maintain his interest and keep him reading further.

Then, even if he starts scanning again, another killer subhead may bring him down into the copy again. And so on. You get the point. The better your subheads are, the more likely you are to KEEP readers moving through the copy – and covert scanners into readers.

For example, see **Figure 14-6** and **14-7**. The subheads have tremendous variety … some hint at a benefit … others leave you on a mental cliffhanger … still others ask powerful questions. All together, they make it virtually impossible for the reader to gloss over the copy without stopping and reading a section.

3. To ignite the tempo of your copy, by making it surprisingly explosive. Gene Schwartz once said that he treats every one of his subheads as though it were its own headline – indeed on many of his promotions, ANY of his subheads could be a good headline.

He likened the process of subheads (within your body copy) to the explosions that take place in movies. Movies like Lethal Weapon, Terminator, and other great action films have attention-amplifying explosions at regular intervals. This keeps the tempo of the movie intense and high, making it easier to

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Figure 14-6

88% SMARTER *in 24 hours?*

How did those 100-year-old Russian farmers *really* stay so sharp and peppy? Could their "country cure" keep you out of nursing homes — *and make you smarter overnight?*

Remember all those yogurt commercials back in the 1970s? They'd show you a bunch of Russian farmers, all of 'em over 100 years old — spry as goats and sharp as whips.

Well, it turns out the Russians were onto something, but...

HINT: ***It wasn't the yogurt!***

Just like their American counterparts, Russian farmers have their own stock of colorful folk cures. As you might expect, *some* of these quaint little customs are proving to be merely interesting...

> This little weed is proving to be such a fantastic energy-booster, the Russians are feeding it to their cosmonauts and athletes.

But one of these mountain secrets is *making scientists gasp...*

Over in Russia, they call it "arctic weed" and it grows all over the northern steppes. You can eat it or brew it into a tea (smells lovely) and old-timers up there swear by it.

For centuries, they've been claiming it'll help you live to 100 and love every year...

"Yeah, right," snickered skeptical scientists. But when they finally got around to testing it, WHOA.

It's making ginseng look puny as Kool-Aid. I've been using it in my own medical practice and my patients can attest it's very much for real. I'll give you all the scientific details about "arctic weed," where to find it and what it can do for you in a FREE GIFT REPORT, ***88% Smarter in 24 Hours.***

Right here, let me just share a few highlights...

World's easiest sex-booster for MEN and WOMEN!

When it comes to sexual satisfaction, drug-makers offer women nothing but sympathy. But this same arctic weed seems to help both women *and* men in just about every sexual department. Let me just quote a professor of clinical psychiatry at Columbia University:

"It improves *satisfaction, pleasure, erections, response to orgasms...*"

"And menopausal women say the cobwebs are gone!" That's pretty much what my own patients say too. Let me send you the details about how to use it. *RSVP today!*

Full details in your **FREE GIFT #5**
88% Smarter in 24 Hours
See page 23 now to claim all 10 Volumes

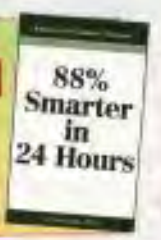

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Figure 14-7

RESULT 1

When they tested what it does for your *brainpower...*

This little weed shot out the lights. Just 24 hours after folks ate an extract of the weed, their test scores shot up 88%. (In case you're wondering, there was a control group who took a placebo instead of the extract. Those unfortunate folks scored 84% *lower* than before.) But that's just the start...

RESULT 2

When they gave it to folks *with depression...*

The weed came up aces again! Turns out it lifts your levels of the "feel good" brain chemical *serotonin*, by an impressive 30%. Drugs like Prozac can do this too, but they cost a fortune and carry a string of nasty side-effects. This inexpensive little weed does it naturally and the side-effects are *wonderful*. For example...

RESULT 3

Ever feel *weak or fatigued...?*

This little weed is proving to be such a fantastic energy-booster, the Russians are feeding it to their Cosmonauts and athletes. Scientists say it may work by rushing more fuel to the "energy factories" inside your cells. Whatever — it works.

RESULT 4

Want to *lose 20 pounds* the easy way...?

It can help you there too! Researchers studied two groups of overweight folks. Those who used the weed lost 20 unwanted pounds in a matter of months — while the folks who got a placebo *gained* weight.

So why suffer "senior moments" *one more day...*

When this little weed could be clearing things up overnight ...*and* making you peppier, happier, stronger, fitter and trimmer too. Please, if there's only one piece of my advice that you actually decide to try, make it this one. Do let me send you the details. The report is FREE and you won't risk a penny by asking for it, so RSVP today! When you do, I'll also show you how simple it can be to *get back in shape again...*

(Continued on page 14...)

Reverse *gum disease* WITH GRAPEFRUIT?!

If you've got periodontitis, you know how expensive and painful the treatments can be. But what if I told that you could improve your symptoms dramatically...*easy as eating grapefruit!* That's right, according to researchers at Germany's famed Friedrich Schiller University, a daily dose of grapefruit could make an enormous difference in your gum health. And this comes as no surprise to me, because...

Sailors have known this for *centuries...*

Modern doctors tend to forget that gum decay is a symptom of *scurvy!* Of course, the cause of scurvy is insufficient vitamin C, and the British navy wiped it out centuries ago by giving their sailors citrus.

Worked then, works now! Even if you think you're getting plenty of vitamin C in your diet, give it a go. The German study suggests this 'grapefruit cure' could work like a champ for your precious choppers.

Doubt me? Just listen to this description of a 16th century explorer whose men didn't get their citrus: *"Their mouths became stinking, their gums so rotten that all the flesh did fall off, even to the very root of their teeth."* Want to avoid that? Let me tell you how much grapefruit to eat (or be sure to supplement as I suggest) in your FREE BONUS REPORT, *EVEN MORE KITCHEN CURES That Outperform Prescriptions!*

Full details in your **FREE BONUS GIFT**

EVEN MORE KITCHEN CURES That Outperform Prescriptions!

See page 23 now to claim all 10 Volumes

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hold your interest for long periods of time.

Let's look at some of Gene's subheads to see what we're talking about. Here are just the subheads for a space ad (selling a women's beauty book):

*****

Are These Simple Postures The Key To Victory Over Time Itself?

Welcome To A Whole New World Of Youthfulness, Physical Magnetism, And Incredible New Feminine Appeal!

The First Step: To Give Your Face Back Its Youthful Bloom

How To Sit Your Way To A Beautiful Body

Vital Health Centers Of Your Body That Have Slept For Years – Are Now Being Massaged Into Blazing New Vitality …

*****

Or another ad promoting a book on slimming the waistline:

*****

Perhaps the Easiest Exercise Ever Devised, They Can Give You a New Face and A New Figure If You Give Them Five Triumphant Minutes Every Day!

The Way Most Women Sleep Ruins Their Faces By Age Thirty, Here's How a Simple Shift in Your Sleeping Posture Can Take Years Off The Appearance Of Your Face and Neck

Your Own Breath Is the Best Streamliner – If You Use It This Way

Your Body's Built-In Relaxers and Strengtheners Are Now Put to Work for You For the First Time

*****

Also, your subheads can be relatively short or long – whatever you need to accomplish the goals that we've outlined above. Here are some especially long subheads of Gene's:

*****

Most Diets Remove Skin-Fat Only! But This Diet Pulls Deep Fat and Excess Protein Right Out From The Muscle Areas Themselves! THAT'S WHY IT SMOOTHES OUT UGLY MUSCLE BULGES

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THAT YOU CAN'T EVEN EXERCISE AWAY!

But This New Diet Causes These Muscle-Fat Bulges TO FEED ON THEMSELVES! To Gently, But Rapidly, Pull Out Excess Fat And Protein Right Out of Those Bulges! So Those Bulges Look Almost As Though You Had SMOOTHED THEM AWAY WITH AN ERASER!

*****

Can you see the attention grabbing power of each of these subheads? How they actually intensify the interest, perceived benefit and overall impact of the copy as it progresses.

As you look through them, you see two crucial facts about crafting effective subheads: (a) More often than not, good subheads will present a benefit … and (b) there should be an element of intrigue to the way that benefit is presented.

Let's address the first quality. As you've learned, people buy on benefits. And the best way to grab anybody's attention, is to present them with a believable benefit you're 100% sure that they want. Seeing that benefit, the person is forced to read about how it can be achieved.

Which leads to the second point: Just like a blind bullet, you don't want to completely give away how the benefit will be realized – and you want to word it in the most interesting, curiosity-inspiring way possible. This will fascinate your prospect and either keep him reading the copy, or bring his eyes back down into the running text.

Either way, you win!

So there are a couple of different ways you can think of your subheads. Obviously, they should indicate what the next chunk of copy is going to be about. But more than that: Think of them like blind bullets or even like full-blown headlines.

They should usually present a powerful, highly desired benefit in the most intriguing way possible. When you hold your subheads to the very same standard that you do with your headlines or bullets, you'll find that the quality of them leaps forward immensely!

Of course, not every subhead should have a benefit. In fact, there are times when you're presenting a shocking story or exposing a conspiracy – where just making a shocking, emotion-charged declaration is all you need.

For example, here are some of the subheads Clayton used in just one investment promotion:

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*****

They're telling you to buy while THEY sell!

The worse insider dumping I have EVER seen: 5,840 SHARES SOLD FOR EVERY ONE SHARE BOUGHT!

What do these insiders see that YOU don't?

Think your Dow and S&P 500 stocks are safe? THINK AGAIN!

*****

See the difference. No direct benefit for the prospect. And yet these subheads were still highly effective in grabbing his prospect's attention … amplifying it … creating a powerful level of intrigue (in each case, you can't help but wonder what the subhead refers to) … and more.

So in those rare cases when it's not the right time to insert a benefit into your subhead, make sure that you do something like Clayton did above – meeting the other critical goals we've laid down for you.

As proof, just look at **Figure 14-8**. You'll see some subheads with strong benefits, and others without. But they all work, because they help bring the prospects eyes back down into the copy!

12 Additional Tips for Writing Body Copy that Reads Itself

We know you've got a lot to digest in this chapter so far, but we want to close this by giving you 12 more secrets for punching up your body copy. Here they are:

1. **Try the "3-T" formula:** When you're making an important point in the copy, try constructing a series of paragraphs in which you 1) Tell the prospect what you're going to tell him, 2) Tell him, and 3) Tell him what you told him:

   Tell 'em what you're going to tell 'em:

   "Did you know, taking selenium supplements every day can add ten good years to your life?

   Tell 'em:

   "A 2004 Harvard study determined that because selenium is so depleted from U.S. soil, and because selenium is essential for destroying cancer cells, those who take this mineral are 80 percent less likely to suffer a deadly cancer. Therefore selenium-takers live an average of ten years longer than those who don't."

   Tell 'em what you told 'em:

   "Not only does selenium add years to your life, it adds life to your years!"

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Figure 14-8

particularly effective for blocking colon cancer. Why? Because they contain a compound that helps the colon get rid of waste more efficiently. It's called *tartaric acid* and is essential for good colon health. *Did you have your raisins today?*

This simple secret, from page 73 in THE BIG BLACK BOOK, could save *thousands of lives* a year.

Biggest Lie Bankers Tell You

"We never negotiate our loan rates..." People hear this a million times a day. And *every* time they hear it—it's a brazen lie.

Interest rates (and "points") are always negotiable. Banks want your business. And let's face facts, they're going to clean up—even if they cut their rate for you.

On page 333, you'll discover the truth about your "friendly" banker. PLUS, how to get him to lower those "non-negotiable" interest rates. If you don't read this section, it's *worse* than throwing money away.

Buy A Luxury Yacht—And Legally Deduct The Monthly Payments

For years, you've dreamed of sailing into a warm summer breeze on your boat. It seemed so real, you could almost smell the salty sea air.

Then, once you see the hefty price tag, your hopes sink faster than the Titanic.

Much too expensive, right?

Well, suppose you could claim the boat as a "second" home on your tax return and deduct most of your monthly payments? Suddenly, it sounds possible, doesn't it?

THE BIG BLACK BOOK shows you how on page 455. It's perfectly legal. And absolutely audit-proof. There's just one easy "requirement" that you must meet. (Believe me, you will love doing it!) Sailing, anyone?

How To Find Hidden Cash In Your Old Tax Returns

Think your old tax returns aren't worth the paper they're printed on? Think again!

Right this minute, there could be thousands of unclaimed tax dollars waiting to be sent back to you. On page 496, we'll reveal the 4 most commonly overlooked deductions. And the good news is you have UP TO 3 FULL YEARS to claim them.

Think by filing an amended return you'll be setting yourself up for an audit? NO! By using the clever filing secret on page 496 of THE BIG BLACK BOOK, you can get that extra tax money back from the IRS and they'll never have the chance to even think of auditing you.

VERY PRIVATE

SEX Secrets

Wives Wish Their Husbands Knew *(And Vice Versa)!*

- **The Most Common Mistake Men And Women Make About Boosting Their Sex Lives.** Most couples believe that sex must be spontaneous to be satisfying...when the exact OPPOSITE is true. Couples who actually *schedule* their sex have more fun! Page 46

- **What Men Don't Know About Women's Erogenous Zones—And Women Are Too Embarrassed To Tell Them.** As many as half of all women do NOT become sexually aroused when a lover caresses their breasts. And often they're too shy to say anything. More about women's "hidden" desires, starting on page 46.
- **New Natural Extract Doubles Sexual Desire.** Lab tests have recently revealed that *yohimbine hydrochloride* actually doubles the desire to make love. You'll find full details on this astounding natural aphrodisiac on page 46 in THE BIG BLACK BOOK.

Get First-Quality Life Insurance Even If You Can't Pass The Physical

It's a little-known fact, but the insurance industry is quietly abandoning medical exams for term policies. Today, you can get as much as $200,000 in coverage—simply by filling out the application! (More on page 394 in THE BIG BLACK BOOK.)

Cancer-Causing Chemicals The Government Allows In Tap Water

It's crystal clear, cool and refreshing. Your tap water *looks* and even *tastes* great. Your town has a reputation for the best water in the area. So it's OK to drink it, right? WRONG.

On page 74 in THE BIG BLACK BOOK, you'll discover that *more than half* of the adult population in America live in areas with inadequate water treatment facilities.

Now this part is really scary. Some of the known carcinogens found in

(over, please...)

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2. **Begin paragraphs with a hook:** A power word like "you" or "free", a benefit, a date, or a famous name, engenders curiosity and teases the reader onward.

3. **Short words, sentences and paragraphs:** An old rule that has never been more important than in today's information extravaganza. Try to keep average word length around five to seven letters and paragraphs to about five lines each.

4. **Replace phrases with single words:** Asking your prospect to read more words than necessary is asking him to work. This is a serious no-no for higher response.

   Instead of …

   "Just open a packet of Energize! and put it into a glass of water …"

   Try …

   "Just pour Energize into water …"

5. **Replace long words with short, familiar ones:** Instead of "facilitate," say "help." Instead of "utilize," say "use.

6. **Replace passive words with active ones:** Instead of "profit," say "explode your wealth." Instead of "limit your risk," say "cut your risk." Instead of "try it for 30 days," say "USE it to make all the money you want for 30 days."

7. **Replace poorly selected words with the precise word for the job:** Imprecise word selection diffuses your sales argument, or worse – forces your prospect to work to figure out what you're trying to say.

   Hint: Excessive use of adjectives and adverbs is a red flag that there may be a more precise noun or verb that will let you say more with less.

8. **Speak colloquially:** Metaphors, similes, clichés and other figures of speech are word pictures. And you know what they say about pictures: They're worth a thousand words.

   You've received a premium with this course called *The #1 Way to Electrify Your Ads!* This is the most effective, step-by-step guide available for using powerful colloquial words and phrases. When you can add them to your copy, you'll make it richer and livelier than you can possibly imagine.

9. **Delete unnecessary words:** Ruthlessly read through your copy looking for words you could delete without negative impact on the

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clarity and/or power of your sentences.

Example: **"That"** is quite possibly, the most overused word in the English language. Don't believe it? Search for it through something you wrote – and every time you find it, ask yourself, "How would this read if I simply deleted it?"

10. **Avoid upside-down sentences.** Commas are often red flags that the phrases in a sentence are in the wrong order. Check to see if moving the phrases around might eliminate the comma and make the sentence read faster.

11. **Begin sentences with benefits when possible:**

    Instead of …

    Moving your money now will help you avoid major losses.

    Try …

    You can avoid major losses IF you move your money now!

12. **Make it effortless:** Your prospect doesn't want to learn anything or do anything. He wants you (your product) to do it all for him.

    Phrases like "Learn how to …" or "Discover how to …" or "I'll teach you to …" imply the prospect has to do it himself.

    Instead, say, "I'll save you money." "I'll make you richer." "I'll ease your arthritis pain."

Write Body Copy Like Never Before

Penning powerful body copy is one of the most challenging tasks facing copywriters and marketers. But it's absolutely essential.

If you can't keep your prospect reading through your entire argument … through your dimensionalized benefits and various proof elements … all the way to your order form – you'll almost always miss out on his order.

This is an art you MUST master, if you aspire to greatness in this business.

The good news is you now have all the tools. Everything you need to write body copy that reads itself.

In our next Chapter, we'll go even deeper into some of the principles that make your copy move quickly – and easy to read. So that you have another gear you can tap into.

A gear that we believe will allow you to zoom past your competition – *at will.*

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Action Steps

14

Body Copy

Your Body Copy is the center of your promotion, where you make your entire argument and pitch for him to buy. At this stage, it can be very difficult to keep your prospect reading – yet at no point is it more essential.

Here's what you must do to write powerful, "A-list" body copy:

1. Make sure your Sales Points are very well organized – because you're going to now be writing based on them
    a. Gather the relevant foundational facts, benefits, proof elements and other points that you've gotten from your client, your research, your experience and more.
    b. Then arrange them in order of first, second, third, and so on – so that your prospect sees them in the most persuasive way possible.
    c. Think carefully about whether each point moves smoothly from one to the next. If not, reorder them.
2. Be sure to expand, explain and support each point.

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3. Now it's time to really *write* your body: Start by creating powerful, high momentum sentences and paragraphs that flow together seamlessly.
    a. Write connecting paragraphs that tie everything together logically, smoothly, easily, and build towards your inevitable conclusion (the desired action your promotion inspires).
4. Write seductive sentences.
    a. Use punctuation to your advantage.
    b. Vary your sentence length.
    c. Don't be afraid of the occasional run-on sentence.
    d. Always ask:
        i. "Does this help my reader quickly get to the next sentence?"
        ii. "Do the punctuation and structures I'm using here make this sentence sound as clear, fast-moving and conversational as possible?"
    e. Become a master at using the Bucket Brigade (Transitional Words).
        i. "In fact …"
        ii. "Before …"
        iii. "And …"
        iv. "I do NOT want that for you!"
        v. "Nevertheless …"
        vi. "If so …"
        vii. "There is *still* time …"

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viii. "Even more than that …"

ix. "That's why …"

x. "Please – "

5. Write killer Subheads that:
   a. Provide eye relief.
   b. Grab your prospect's attention and bring him down into your copy.
   c. Ignite the tempo of your copy, by making it surprisingly explosive.
6. Punch up your Body Copy by:
   a. Using the "3-T" formula:
      i. Tell the prospect what you're going to tell him.
      ii. Tell him, and …
      iii. Tell him what you told him!
   b. Beginning paragraphs with a hook.
   c. Using short words, sentences and paragraphs.
   d. Replacing phrases with single words
   e. Replacing long words with short, familiar ones.
      i. Instead of "facilitate," say "help." Instead of "utilize," say "use."
   f. Replacing passive words with active ones.
   g. Replacing poorly selected words with the precise word for the job.
   h. Speaking colloquially.
   i. Deleting unnecessary words.

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j. Avoiding upside-down sentences.

k. Beginning sentences with benefits when possible.

l. Making it effortless.

Before even opening this chapter on Body Copy, you should have already had a very solid, highly detailed outline in place. Technically, this means that most of your body copy was already written before you even started Chapter 14.

The reality is that this chapter was all about taking your argument/outline and then really smoothing it out according to the principles you learned. You see, it's not enough that your copy say the right things. It's also got to be easy to read … enjoyable and conversational … fluid and seamless from sentence to sentence, paragraph to paragraph.

So your task is to use everything you just learned to turn your raw copy into a smooth, easy-to-read dialogue between you and your prospect. It may take you several days or even several weeks (depending on your time) to do this. But it's absolutely vital.

Once you feel the copy no longer feels like an outline … but like an actual promotion that your prospect would actually read and respond to … then you're ready to move forward.

Our next chapter will give you additional ways to make your copy more readable and exciting for your prospect. See you there ☺.

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Quick-Start Copywriting System

15

11 More Ways to Write Copy With Massive Momentum

In this Chapter …

- 11 ways to inject more speed and excitement into your writing …
- Why copywriting is like sports – and how to get yourself into a "peak state" so that you're always working from a strong, energetic, passionate position (this is something most top writers do by accident, but you can consciously control it – once you know the secret) …
- The relationship between advertising and action movies – and how a famous Mel Gibson film can help you wake up your reader's attention and interest like never before …

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"Clayton, how do you get your copy to move so QUICKLY?"

That is a question posed to Clayton during a round-table discussion we had at the 2006 Power Marketing Summit by one of Clayton's students.

He went on to explain to Clayton how he had been reading some of his packages and the reading time seemed to pass by very quickly. Not long after starting, he'd find himself on page 14 of a magalog. And soon after that … he would have read all 24 pages!

But here was the problem: When he tried to go through another control – one written by another high-paid writer – he could barely make it through the first few pages. He felt like it was going SO SLOW and he began to get bored. Eventually he quit, putting the package down.

We mention this NOT to toot Clayton's horn (he gets to do enough of that in the *Total Package* already!), but because it raises a crucial issue. Our experience really got us thinking … we wonder *how often* this same problem causes prospects to put down or throw away promotions? Prospects you've been LUCKY enough to seduce into reading your headline, your deck and into your body copy … only to be LOST FOREVER because of snail-like pacing in the running text.

Which then *really* got us thinking… How many MORE SALES would you convert IF you successfully gave your copy such speed and momentum that your prospects eagerly zoomed through it … hardly noticing the passing time?

Well, it doesn't take a genius to see that …

Getting this Lightning-Fast Pacing Into Your Copy Would Kick Response into High-Gear!

You see, this is something that the best copywriters seem to grasp instinctively. From the moment a prospect's eyes first spot a headline, they know that little stopwatch starts ticking in his head. We call it a "ticking time bomb" because – if at *any* point – he feels it's not moving along quickly enough, a little bomb goes off in his head. His interest is destroyed.

That's why master copywriters understand that the copy must feel energized – like it's going somewhere FAST – or else the prospect will get bored and distracted. He'll soon be history. Just as the great John Caples once said, it must have all the "power of a runaway locomotive." Give your prospect just ONE moment where he's allowed to think

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of the 101 other things he needs to do – things he's NOT doing because he's reading your copy – and you've created a dangerously easy exit strategy.

This is true now more than ever with so much rapid-fire stimulation from TV, movies, video games, the Internet and more. Our prospects are used to everything being ultra-fast and their attention spans have been chopped down to almost nothing.

So that's the bad news.

But the good news is that as long as you get the fundamentals right – and *then* move your copy along with great speed and momentum … you'll gain a HUGE edge over other writers in the industry, the vast majority of whom do NOT understand this high-level secret!

11 Ways to Supercharge Your Copy with Explosive Speed and Momentum

MOMENTUM FACTOR # 1: Put Your BACK Into It!

Believe it or not, writing good copy should take almost as much out of your body as it does your mind.

That's because it really takes ALL your energy to write great copy. You've got to pour your whole body, heart and mind into it with passion and deep focus. The amount of energy it takes to write great copy is why most top writers can't typically write for more than 4-5 hours a day. It's just too intense!

Unfortunately, most beginning copywriters are never told this. So they make the mistake of sitting back very leisurely and write as if they were just jotting ideas down in their nightly journal.

While this may work for the rare person, it will NOT work for most. Writing copy is similar to playing a sport – you've really got to be "UP" and have a powerful level of focus and energy while you're writing. The amount of energy you bring to the writing process is exactly the amount of energy that goes into your copy. No amount of exclamation points can make up for writing in a low energy state. So if you want to make it to the major leagues and hit home runs, you've got to *"bring it"* every time you sit down to write.

Every great writer is different about how he or she gets "UP" for this process. Some will do positive affirmations to get themselves into an enthusiastic, energetic state. Others like to walk around the room, pumping themselves up mentally and physically. Once their energy and intensity has

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reached a "peak" state, they sit down and begin writing.

Guys like Clayton prefer to clearly and emotionally visualize all the success he's going to experience, the overjoyed marketing directors calling him with the incredible response numbers from the first mailing, the fat royalty checks coming in – anything that makes the exciting emotions of success come ALIVE inside.

Play around with some of these different approaches. It's your job to experiment and discover what works for YOU.

This Is Also Why You MUST Take Good Care of Yourself

Stay with us here. And forgive us if we sound preachy. But the point we're making WILL help you create maximum momentum in your copy.

We bring it up because a healthy lifestyle is one of the must overlooked parts of being a great copywriter. This is something Clayton stresses to younger writers (especially those he works with!) … if your lifestyle is too hectic … if you're constantly stressed out … if you're not getting enough nutrients … if you're waking up with a hang over or exhaustion from the night before … then you're NOT being a good copywriter. You're killing your energy levels and therefore slashing the amount of time, energy and enthusiasm you can put into the writing process.

We won't jump into a full blown rant about this – there are TONS of great books on the subject – and you probably already know what keeps you feeling good, healthy and energized. Just *do* it.

Along these same lines – you should also find the time of the day when you have the most energy. Maybe you do best early in the morning. That's when Clayton puts the most enthusiasm into his writing.

But you may be different – maybe you're a night owl or even a midday person. Whatever it is – you need to find the time that works best for you.

Once you're clear on this – simply set up your lifestyle and work schedule so that you're in the most energized and enthusiastic possible state when it's time to write copy.

You'll soon see the difference in your work, we guarantee it!

MOMENTUM FACTOR # 2: Start Off With a BANG!

Much of the momentum you have in your copy comes from the very beginning. Just like how good action movies

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begin with a crash, a shootout or a murder – great copy begins with a BLAST that immediately seizes attention and gets your prospect's blood flowing. This helps set the tone and pacing of the entire promotion.

So it goes without saying that if your headline, deck and lead are at an all flat or sluggish feeling – it's darn near impossible to build speed and momentum after that. (That is – IF you're lucky enough to have your prospect still reading at that point!)

So make sure that these three beginning elements (headline, deck and lead text) carry strong force … that they resonate powerfully with emotions your prospect has … that they credibly promise benefits that he dreams of at night … that they entice him with a killer story or fascinating new trend … and more.

And if you *really* want to understand this amazing lead-off power, just look at the weekly tabloids! We'll give you an example: In spring 2006, there was a bunch of reporting on how Denise Richards (a drop-dead gorgeous actress) stole the husband of her best friend Heather Locklear (another beautiful actress).

All the covers featured captivating pictures of each woman and the wording was so emotionally charged. Here's what the first headline said:

BETRAYED!
How Denise stole
her best friend Heather's hubby
right behind her back!

Soon there were headlines like …

Denise Richards …
Victim or Vixen?
*Denise's plot to ruin
Heather's marriage
*Plus – how Heather
really FOUND OUT!

Next it was …

Heather Locklear says …
NOW IT'S WAR!
How Heather will get revenge
by helping Charlie take back the
kids from Denise

One of the later ones had the headline …

Denise Richards tells us …
MY SIDE OF THE STORY
*How Heather betrayed HER
*The ugly battle with Charlie
*Lies about Heather, Richie
and me

This is another reason why Clayton is always hollering about dominant emotion headlines! (If necessary, review what we covered about this in Chapter 10.) Because when you grab

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your prospect as strongly as these magazines grab their readers, they'll eagerly rip open the magazine and read it with passionate interest. Editors of those publications know that many readers will blitz through the ENTIRE MAGAZINE, primarily off of the buzz and momentum created by these emotionally irresistible cover stories that sucked them in.

And that's the same point we're making here. If your body copy isn't moving forcefully – if it's easier to put down than it is to read – check your headline, deck and lead. We'll bet they're the prime culprit. They're not "hooking" your prospect strongly and emotionally enough.

Keep working on these beginning elements until you and others FEEL a tremendous driving force sucking you in to read them. Like you're irresistibly drawn into the body copy – you couldn't look away even if you wanted to.

For an example of this, look at the classic Jim Rutz package on Figure 15-1. It's an inner page from the famous "Read this or Die!" promotion. Jim had already established powerful momentum with the "Read this or Die!" headline, and this lead (and body copy) sustains that same emotional impact.

And just like with that legendary package, once you've successfully led off with a BANG and charged up your copy with powerful momentum, your job is simply to maintain it using the other strategies we'll discuss in this Chapter.

MOMENTUM FACTOR # 3: Make Sure You're Going SOMEPLACE!

You've hopefully already read Chapter 8 – which details how important it is to have a clear logical direction underlying your copy.

And in our last Chapter, we showed you how it affects your body copy. You see, a BIG part of creating maximum momentum is about getting crystal clear on your sales reasoning before writing. That way, your copy takes the prospect from point "A"… escorts him to point "B"… progresses on to point "C"… and so on, until you've reached the point where saying "Yes" to your offer makes perfect sense. It's a slam dunk, no-brainer!

Think of a movie. In great movies each new scene is somehow connected to the previous one. There's a reason for this, film makers know how challenging it is to hold anyone's attention for 2 hours – it's a remarkable feat in this high-speed world. They know that

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Figure 15-1

Most of your friends or patients are doomed to die of some disease or disorder that has already been defeated in a medical laboratory somewhere around the world.

In the most unsung victory of the modern era, foreign doctors and researchers have stopped or reversed virtually every fatal condition that has ever struck fear in your heart.

If you read widely, you know about a few of these breakthroughs. Here is the rest of the story, a story that will banish illness from your life and change your entire future.

The Way to Dusty Death Is Paved With Ignorance

"HE WHO DIES OF A CONQUERED DISEASE DIES A MARTYR TO THE CAUSE OF IGNORANCE."

By Dr. David G. Williams, Editor, *Alternatives*

The #1 medical cause of death today is not a germ or virus, but ignorance. And I think I can solve that problem for you rather rapidly–starting right here.

Nearly every killer disease and chronic illness of the last century has been analyzed and stopped by an elite research team somewhere in this wide world. You just haven't been told about their solutions yet.

Let me be blunt: *Cancer, heart disease, stroke, and the other major killers now fall into the category of "diseases for dummies."* Like TB, cholera, and the plague, they are still deadly, but only for those who haven't heard about their cures.

Unfortunately, that likely includes 99% of your family and friends, for in medicine...

Good News Travels Slowly

Ether, blessed ether, was discovered by Valerius Cordus in the 16th century. But alas, no one paid attention.

For the next three centuries, men screamed or writhed in agony as surgeons and dentists cut, yanked, sawed, and slashed through flesh and bone and nerves. Many terrified souls simply chose to die rather than face surgery.

Finally, in 1846, ether caught on, thanks to William Morton, a publicity-minded dentist from Boston. May he find a special niche in Heaven.

New Ideas Not Wanted

Sadly, the ether story is the norm.

Doctors have usually ignored or suppressed the truly great discoveries–for about 50 years, on average.

- They ostracized William Harvey for saying that blood circulates.
- They ridiculed Louis Pasteur for announcing that germs cause disease.
- They ran Ignaz Semmelweis out of town for asking surgeons to wash their hands before operating.
- And in our day, they hooted *en masse* at two-time Nobel prize-winner Linus Pauling for showing that vitamin C helps with colds.

Even in this era of 2,000 medical web sites, it *still* takes up to 50 years to get a major discovery accepted by the medical establishment. For lesser discoveries, 3 to 5 years is *minimal*.

In contrast, you can now get breaking news from me in as little as three weeks. My newsletter, *Alternatives*, is the premier source of major announcements in the health field, and its library of other

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if viewers have to figure out what's going on in a new scene – even just once – they'll quickly become frustrated and disinterested.

It's the same in copywriting. Throwing a lot of random sales points into your copy – points that aren't connected to an air-tight chain of logic and central theme, cause your prospect to wonder where the hell you're going. Just a few mistakes like that is enough to lose his interest, just like a few random scenes in a movie will cause people to walk out.

But this doesn't mean you have to be boring or predictable. You just want each sentence, section, benefit, and sidebar somehow connected to the one before. And EVERYTHING connected to the big idea, theme and argument. This way, by the time he reaches the close … he will see, feel and understand *exactly* how everything fits together. The whole process will make sense in his mind, making it MUCH easier for him to feel sensible about acting on your offer.

This process also helps a LOT in terms of momentum because it ensures that you make each new point once, and then move on. You see, if you FAIL to do this … if your prospect ever feels like you're going back over stuff you already covered … any sense of momentum you've established is instantly destroyed.

Just look at the example on Figure 15-2. It's from a financial mailing written by Clayton and it illustrates this principle beautifully. You can see how each subhead is related to the previous one – and to the overall theme. The "Higher Interest Rates" subhead … leads to a "Sneak Preview of the Stock Market Pain" … which then leads to the explanation of why "Safe Money Report Is An Island of Sanity." Everything is tightly focused and very, VERY hard to question.

Just like this example – if the different parts of your copy are tightly connected – your prospect will have no breathing room to get distracted or start to question what you're saying, or exactly where you're going.

Plus, you'll also give your prospect the feeling he's inevitably being led somewhere GREAT – a place where his life will be richer, healthier, happy and more! You create an eager feeling of excitement and anticipation.

MOMENTUM FACTOR # 4: Use LOTS of Colloquial Words and Phrases!

We touched upon this briefly in our last Chapter, but it's worth further discussion.

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Figure 15-2

"Our contrarian investments have soared up to 307% during this bear market in stocks – enough to QUADRUPLE YOUR MONEY.

"Now, we're planning to do even better in 2004 and I want you to join us in the windfall!"

▼ When mortgage rates start going up — and millions of people with adjustable rate mortgages suddenly realize they bought more house than they can afford ...

▼ When the cost of corporate loans rise — and cash-strapped companies are left twisting in the wind ...

▼ When rising interest rates on credit cards causes millions of consumers to stop spending money ...

▼ When the high cost of financing forces GM, Ford, Chrysler and hundreds of other companies to end the zero-percent financing deals that have kept their sales going for the past 24 months ...

No doubt about it — higher interest rates now would be like giving poison to a dying patient. The economy would collapse like a house of cards.

Higher Interest Rates Will Kill – Absolutely SLAUGHTER – The Already Faltering U.S. Economy And The Stock Market!

The U.S. economy is clearly on life support. ANY increase in interest rates will pull the plug.

FIRST, loan demand will crater and most consumer and business borrowing will come to a screeching halt.

SECOND, economic growth will grind to a standstill. Most of what's left of corporate earnings will vanish and an epidemic of bankruptcies will sweep across the land from coast to coast.

THIRD, the stock market will literally self-destruct. And if you own stocks or equity funds when this happens, you'll be skinned alive. Again.

The real tragedy is that millions of savers and investors still trust the politicians and bureaucrats in Washington. They believe everything Washington tells them about the deficit and economy. And that blind faith is going to leave them broken, bleeding and destitute.

That's why it's absolutely essential that you get the whole story — in your FREE copy of ***Rake In Profits Of Up To 307% in the Great Investor SWINDLE of 2004!***

The Stock Market Pain You've Suffered Over The Past Three Years Is Only A Sneak Preview Of The Troubles To Come!

Don't be fooled by false rallies! The disturbing new developments I've told you about in this report simply can't help but drive the Dow, the S&P 500 and the Nasdaq down another 30% ... 40% ... 50% or even more.

If you're still holding your stocks and equity funds when the bottom falls out, you're going to get clobbered — again.

I know that's a bitter pill to swallow. After all, you already saw the AVERAGE S&P 500 stock drop 9.3% in 2000 ... plummet 10.5% in 2001 ... and crash 23.8% in 2002. Plus, you've seen the average Nasdaq stock plunge 78% from peak to bottom!

But this time, the stakes are much higher: not only are your stocks in greater danger than they've ever been, but more importantly ...

The federal accounting scandals I've described in this report also pose an enormous danger to your paycheck ... your bonds and other income investments ... your retirement ... your home ... your kids' education ... your quality of life ... and possibly even to your financial independence.

Safe Money Report Is An Island Of Sanity In An Insane Market

You've searched high and low for a way to have your cake and eat it, too: To grow your wealth with safety.

And all along, the answer was right under your nose in alerts like this one that I've been sending you.

What I'm offering you now is an island of sanity in an insane market:

A wealth of tools that will guard your money like a junkyard watchdog ...

... PLUS a bumper crop of great investments that are ALREADY spinning off profits of up to 307% — even as stocks were falling.

For starters, I want to send you four money-making, money-saving tools that are truly worth their weight in gold.

I personally designed each one of these tools to help you keep your money safely growing even as other investors get the shirts ripped off their backs.

And they won't cost you a dime. All four of them are yours FREE when you accept a risk-free trial membership in my SAFE MONEY INVESTOR SERVICE.

My SAFE MONEY INVESTOR SERVICE is nothing like any advisory you've ever seen before. It was rated the NUMBER ONE service in America, with the BEST TRACK RECORD of the 160 services monitored by Mark Hulbert of *Hulbert Financial Digest* and *CBS MarketWatch* for the 12-month period to March 2003.

Why? Simple! My SAFE MONEY INVESTOR SERVICE gives you not

Call TOLL FREE **1-800-236-0407** for more information

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You see, while just about everybody who gets into copywriting has heard this, not one in ten has actively practiced this skill. Nobody seems to grasp the power of using TONS of colloquial words and phrases in their copy. They don't realize that great writers – "A-list" writers like Clayton and so many others – use these types of phrases like crazy in their copy!

Here's an example we picked out of a winning financial package. Notice that in just a single sidebar, the writer used the following expressions … *the straw that breaks the camel's back … hammer bank profits to a pulp … bring Wall Street to its knees … tear apart the fabric of the economy … coming unglued … bleeding so much red ink … are in the red … it's hogwash …* and more!

Words and phrases like these increase momentum in several ways. First, they say more – often MUCH more – in far fewer words. Your prospect reads them and instantly gets a more complete picture of what you're talking about.

Second, they often have a very strong emotional and visceral impact. Think about the difference between saying, "These events will cause Wall Street to suffer and become very weak" and saying, "These events will bring Wall Street to its knees." The second sentence is WAY stronger. So when used in the right places, these types of phrases jolt your prospect into higher states of attention. He becomes more interested and more focused on everything you say.

Third, because we all use lots of expressions like these in day-to-day speech, they make your copy feel far more conversational and lively. In your prospect's eyes, your copy no longer reads like a boring academic treatise, it *races* along like a fun conversation about his favorite subject … HIM!

Just look at Figure 15-3. If you scan through the text, you'll see TONS of these expressions that add power and momentum to the copy. In this case, they dramatically enhance the emotional impact of the fear-driven message. But one thing's for certain, they'll WORK like gangbusters for any type package you ever write.

So how can you get the most from this secret? Again, go through *The #1 Way to Electrify Your Ads* Premium that came with this course. It's loaded with colloquial expressions that were taken directly from the pages of winning promotions …

… And then, most importantly, practice using them! Remember in high school, when teachers told you that to really "own" a new word – you need to

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Figure 15-3

shortage because they won't approve but two companies to make the vaccine. The fact is, there are lots of companies that make the vaccines, but they can only sell into other countries, not the U.S. The cost is very high to comply with FDA regulations.

And if that's not bad enough, these vaccines are a *dead* virus, and very often -- like in recent years -- the vaccine used has not even been the strain of flu that's actually coming around! The government even admitted this! Talk about a rip-off.

Imagine never getting sick again

So what *should* you do to make your body flu-proof? It's easier than you think.

We age and get sick in direct proportion of how "acid" our bodies are. The good news is that an acid body can be reversed. One of the easiest and more affordable ways is *alkaline drinking water*. That's right — it can help bring your acid/alkaline balance to +7.4, the ideal balance for good health.

In addition, I'm excited about a new natural vitamin that supports and stimulates your immune system and in particular, keeps your upper respiratory tract healthy. (I'll tell you more about it in the Free Report below.)

By taking simple steps like these, you're building your natural defense and strengthening your immune system. It's the internal environment of our bodies that counts. Have a super strong immune system, and you'll be virtually flu proof!

Find out how to supercharge your immune system and make your body cold- and flu-proof in another Special Report: *Never Get Sick Again*. In it, you'll discover…

- The real cause of most flu and infection. Easy to reverse.
- Nature's miracle oil that's loaded with vitamin A for anti-infection and vitamin D for liquid sunshine.
- The mineral that's lacking in most people who always get the flu. Are your levels low?
- The drug-free way to make your body cold- and flu-proof. Costs you nothing!
- An amazing nasal wash that helps wipe out sickness and infection by waging war on nasal-borne bacteria.
- And much, much more.

Even better, you can get the full story on all of these key stories with…

A Special Collection of Free Special Reports the Fat Cats don't want you to read

Because the information in this special letter is so vital to your health and wealth, I've written and updated a series of special reports on the key topics I've just covered.

I'd love to send these special reports to you, Free, simply for trying out a no-risk subscription to *The Bob Livingston Letter*.

These special reports, each a $19.95 value, could save your life or that of a loved one and protect and grow your nest eggs so you can live worry-free.

(Over, please...)

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use it in at least three original sentences of your own? Why not give that same method a try here? Take each phrase and create a sentence that you'd potentially use in a promotion … and then do that at least three times for each phrase you want to master.

We guarantee that if you go through this process, using these figures of speech will become a cakewalk … and more importantly, your copy will be supercharged with life and momentum!

MOMENTUM FACTOR # 5: Mix Up the TEMPO!

Common wisdom about writing scintillating body copy says the following four things:

1. You should have lots of short, snappy sentences mixed into paragraphs …
2. You should have some one-sentence paragraphs …
3. No paragraph should ever be too long …
4. And that you should have a subhead every 5-10 paragraphs MAX …

These are all good guidelines. And writers like Clayton generally recommend and practice them all. Short, snappy sentences definitely help lift the speed of the copy. Those little babies are quick and easy to get through, creating the feeling of a faster tempo.

And one-sentence-paragraphs are both inviting to the eye and high-impact. Done in the right places, they add more potency to whatever point you're making. This can't help but increase the momentum of your copy.

On the other hand, having long paragraphs will often slow down your copy and intimidate your prospect. He'll feel like the copy's getting more and more difficult, his brain will slow down and his mind will begin to wander. Definitely NOT what you want!

Strong subheads help create a little mini-blast every few minutes that can often jolt your prospect into greater attention, excitement and pacing. Or they can bring a scanner's eyes down into the text. Treat them like mini-headlines.

This leads us to a deeper insight about tempo …

Great Copy is like BRAINS Smashing Against the Window!

Now, did THAT get your attention? Is your blood moving any faster? We use this example because in a famous speech to Rodale's staff, Gene Schwartz once talked about the powerful tempo that all great copy has. He was comparing it to movies – movies like *Lethal Weapon* that literally have an explosion … a shooting … windows crashing … brains splattering across the window … EVERY 3-4 minutes!

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His point? Movies like that are *easily* able to hold your complete unwavering attention for hours at a time.

According to Gene, THAT'S what great copy is like. And THAT'S the kind of tempo you're looking for.

So don't think of your subheads as merely subheads, think of them as explosions. These are not mere words, these are BRAINS smashing against the window!

This doesn't mean that you have to end every sentence with an exclamation point, trying to yell your prospect into submission. That's the mistake novice writers often make. It has the opposite effect, making their copy excruciating to read.

What you *really* want – and what the true masters do – is to strategically mix in high-tempo, visceral, attention-grabbing statements at exactly the right time. Statements that keep the prospect AWAKE, eager to continue and psychologically engrossed in the copy.

It's something that's hard to teach, and in talking to Clayton about this – you'd realize that he does it mostly by "gut feeling." He's learned how to get into his "sweet spot" where visceral writing flows, uninhibited. Consequently, he may go through a few sentences or short paragraphs that are a bit more logical and explanatory and all of sudden intuitively sense that it's time for something stronger and more explosive. That's when he'll often mix in an explosive subhead or one-sentence paragraph to really jolt the prospect into a deeper level of attention and increased momentum.

Here's an example from one of his financial promotions:

*****

"If history teaches us anything, it's that investing in weak companies – firms with high debt, low or no earnings, excessive valuations and other fundamental weaknesses – it's a fool's game: A game investors rarely win.

Do stock brokers know this? Of course they do! And yet many are still awarding "BUY" ratings to companies they know stink to the high heavens. Why? Because it makes their wallets fat – by helping them secure lucrative investment banking business from those companies.

I beg you: DO NOT BE SEDUCED!"

*****

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As you can see in the line that is bolded, it has a distinct increase in tempo and force. It acts like a mini-explosion in the prospect's mind.

You'll need to do this periodically in an unpredictable way – to keep his attention at the highest level. To learn it, we recommend that you keep reading examples of great copy and write the letters out longhand whenever you can. This will literally "implant" the tempo patterns of great writers directly into your subconscious. Over time – with the more copy you read and write – you'll get an instinctive sense for this process.

But BEWARE: This is a very delicate balance. Just like in the movies, you can't have ALL high-tempo, explosions and shootings. The audience wouldn't last 30 minutes, much less 2 hours. Instead, sprinkle in these little bursts very strategically, keeping your prospect on the edge of his seat … but never pushing him over.

MOMENTUM FACTOR # 6: Create Bunches of BULLETS!

Bullets and fascinations are fantastic momentum builders because they're so easy to read. And so packed with exciting benefits and intrigue!

Our next chapter – focused on *Bullets and Fascinations* – is loaded with tips and tricks, plus 21 proven formulas from the pages of hundreds of winning control letters.

But for now, you need to know that carefully inserting sections of bullets into your copy will make the reading time seem faster. And you'll be able to pack more benefits, curiosity and power into that space than you would in the running text.

We're also of the opinion that you shouldn't make your bullet sections too long without some sort of subhead or running text. Pages and pages of pure bullets will sometimes work, but often it becomes too predictable to your prospect. He'll start skimming. And that's even if the bullets are really good! If any are mediocre or bad … he's almost certain to jump forward and even might put the copy down.

That's why you'll notice in the legendary, bullet-heavy promotions used by Boardroom, Rodale and others … the bullets are often grouped together according to theme and then preceded/followed with some running text and subheads.

For example, Figure 15-4 is from a Boardroom promotion. Notice how the bullets are broken up in a way that makes it easier on your eyes. And how

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Figure 15-4

Easy Way to Tell If You Have Bad Breath

Millions of people have bad breath and don't even realize it! To find out if you have this problem, do the following: Lick the inside of your wrist, wait 4 seconds, then smell.

Note: If bad breath doesn't go away with brushing and flossing, you may have gum disease or digestive problems. For complete details on how to treat these problems, see your FREE copy of *Healing Secrets Doctors Don't Tell You.* To get your copy, return the card between pages 14 and 15.

for a staggering 140,000 deaths per year!

To avoid errors on *your* prescriptions, bring a pen and paper to the doctor's office and ask your doctor to spell out the name of the medication. Write it down, along with the correct dosage and schedule. Then, when you pick up your prescription, compare the label with your note.

To further minimize the chance of errors, have the prescription filled between noon and 3 PM. That's the slowest time of day, when pharmacist mistakes are least likely.

Is Your Sunscreen Blocking Only Half the Radiation?

If you think your sunscreen is protecting you from skin cancer, think again!

Research shows that while most brands of sunscreen do protect you from *short-wave* ultraviolet radiation, they do absolutely NOTHING to protect you from dangerous *long-wave* radiation!

So how can you tell if your brand provides the necessary protection? Simply look on the label to make sure it contains the one ingredient that's been proven to block long-wave UV rays. You'll find out about this ingredient, and the brands that contain it, in your free Special Report.

You'll also find out about:

- **What hospitals don't want you to know.** Shocking facts about tainted equipment, staff cuts, doctor misconduct and more. Here's how to protect yourself.
- **Expensive vitamins that pass through your body unabsorbed!** To find out if your brand is bad, just look for this on the label.
- **The popular exercise that can make you impotent!** Millions of men do this, without even knowing about the risks.
- **How to avoid unnecessary surgery.** Besides getting a second opinion, here are the 3 most important things to do.
- **Get your HMO to cover alternative treatments.** Secret revealed by HMO insider.
- **Glucosamine is perfectly safe, right?** Not if you have this common condition. When taking it can be hazardous to your health.
- **How to avoid long waits in the hospital emergency room.** Magic words that get you

"*Bottom Line/HEALTH* keeps us all informed and able to ask intelligent questions of our doctors. One of our employees read about a new drug for asthma and asked her doctor about it — he couldn't believe she knew about it, as he had just heard of it."

Kay Milroy
San Diego, CA

"I have been a health care provider for more than 40 years. Reading *Bottom Line/HEALTH* regularly makes me better able to answer my patients' questions."

Dr. William J. Wise
Dallas, TX

"On May 18, my blood pressure measured 180/108. Shocking to me, since in January it was only 138/84.

The very next day *Bottom Line/HEALTH* arrived with the article on 'Syndrome X.' One sentence popped out at me: 'Many people with Syndrome X also have high blood pressure.'

I stopped eating all sweets immediately. On June 6, my blood pressure measured 137/83. That drop occurred in only 19 days!

I intend to subscribe to *Bottom Line/HEALTH* for the rest of my life. It's a lifesaver."

Else G. Miller
Wilmington, DE

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compelling, running text is added in to heighten their impact.

That makes things less predictable, more visually appealing and KEEPS your prospect reading.

MOMENTUM FACTOR # 7: Keep Using the Bucket Brigade!

As you discovered in our last chapter, this is where you frequently and continuously use connective words to begin paragraphs. Words like "*and … so … plus … in addition … not only … because … but … once … there's more … again … that's why … that's not all …*" the list goes on.

These "bucket brigade" words are incredibly powerful because they keep your paragraphs flowing together tightly and continuously. They make your copy feel relentless.

Another wonderful thing about them is that they also give your prospect the impression that each new point or sentence is a logical extension of the previous one. So he's less likely to doubt or question new ideas or claims you present, a key factor in keeping the tempo up. Creating doubt or disbelief is like slamming on the brakes in your prospect's mind – it's hard to get your momentum back after that!

Again, this is something you can practice intentionally and then master instinctively over time. You don't want to begin every single sentence with "and" … that would be ridiculous. But at the right places throughout the copy, it works like a charm.

Just look closely at the health package on Figure 15-5. In the running text, you'll see the careful use of these words to make the paragraphs more connected. Notice how the text moves very quickly and how each new paragraph is immediately linked to the one before it. There's absolutely no slowing down in this section – something especially crucial in the opening page.

There's a fairly popular idea – taught by many copywriting gurus – that great copy is like a "greased" slide or chute. Your goal is to keep the slide (the copy) as lubricated as possible – with absolutely NO stopping points – so you increase the odds your prospect will slide down to the very end. It's a fact that if he reads all the way through, the chances of him buying are many times higher.

And that's the whole point. These connective, "bucket brigade" words create this effect. They keep your prospect moving, never letting up … all the way until he's at the close and prepared to whip out his wallet. Make them your

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Figure 15-5

IN THIS SPECIAL ANNUAL AWARDS ISSUE:

Alternative doctors *dare not publish* their shocking new findings about how to...

- **Knock out killer flu in 8 hours** with a secret antidote developed for the military.....page 10
- **Erase arthritis pain in 2 days** with enormous relief in 15 minutes.....page 5
- **Destroy "end stage" cancers** with a substance that even healed Chernobyl victims....page 6
- **End hypertension for keeps** with the clinically proven "tuna pill".....page 9
- **Revive damaged lungs with DNA drops** that boost breathing capacity 90%.....page 11
- **Beat any prostate problem,** benign or malignant, with the incredible "perfect cure"....page 16
- **Boost bone density 27%** by taking *a lot less* calcium.....page 15
- **Reverse diabetic damage** with this rare new vitamin discovery.....page 19

But you're holding the lifesaving *proof* they can't print!

Dear Friend of Alternative Medicine:

Just recently, three lifesaving natural medicines were banned by the FDA...

And the brilliant scientists who make them were financially ruined. WHY?

Did any of these natural substances have *any* unsafe side-effects? NO.

So why did authorities snatch them away from patients whose lives depended on them?

Because the medicines *worked too well*...and the makers *printed the truth!*

Think the First Amendment protects free speech? *Not if you make alternative medicines!*

The message is clear—if your natural cure works, you'd better not say what it does.

These bans have sent a chill throughout the alternative health community. Even doctors we greatly admire are self-censoring their own publications, for fear their clinics and dispensaries may be shut down...

But they can't silence all 90,000 of us!

We're Health Sciences Institute (HSI)—alternative medicine's first and foremost global information network. We're 90,000 enlightened doctors, researchers and health-conscious people like *you*, and...

Because we *don't* make or sell any medicines, VESTED INTERESTS CAN'T SHUT US UP

This also means we're impartial and trusted throughout the natural healing community...

So today's most gifted researchers are constantly telling *us* what they can't tell *you*.

WANT PROOF? Just keep turning the pages of this special awards issue. You're going to see what's *really* new and exciting, that could heal your loved ones' worst health nightmares right now. In nearly all cases...

You haven't seen these award-winning, lifesaving "underground cures" mentioned *anywhere* else...

But you *will* see them hailed years from now, as other publications gradually pick up on them. (See pages 7 and 8 for examples of how this has already happened.)

Normally, these "forbidden" breakthroughs are seen by HSI Members only—in our privately circulated Members Alerts and daily e-mail updates.

But because you're such a strong supporter of alternative medicine, we've granted you a temporary Guest Membership. So that you and your loved ones can start sharing in these miracles *right now*:

Please use this privilege immediately. The threat to free speech and innovation in natural healing is at our doorsteps *now*. You are holding the answer. Just page through the life-giving *truth* about the new...

■ **Silkworm secret that strips away artery plaque,** confirmed by

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best friend and see what a difference it makes!

MOMENTUM FACTOR # 8: Write and Edit in LAYERS!

This practice is so liberating.

First of all, most great writers crank out their first draft free flowing and FAST. They don't make the mistake of trying to write and edit at the same time. This is a trap – it's like pushing on the gas pedal and the brake at the same time. And it's perhaps the single biggest cause of writer's block.

Just get clear on your outline or logical points and then let the writing flow *uncensored*.

Then when it's time to edit – many writers find it helpful to edit in layers. Meaning this: you *first* edit just for content and clarity. Fix the parts that don't make sense. Add or cut parts that should or shouldn't be there. Reorder sentences that don't fit or flow together. This first layer is all about having the right content and good clarity.

The second and third layers of editing are where you add more speed and liveliness to the writing. You do this by substituting weak verbs for stronger ones. By making sentences tighter and more powerfully phrased. This will make each sentence quicker, easier to read and more impactful.

You can also break up any paragraphs that are too long, reword your subheads to make them more explosive – whatever it takes to make the copy come ALIVE.

And it's here again that you *really* want to make sure you're in an energetic state – try to sit up straight, focus hard and really FEEL how quickly the copy is moving. Put some intensity into your body, mind and let it gush out onto the page. Look for anything in the copy that doesn't match the level of intensity you're looking for and either fix it … or REMOVE it.

MOMENTUM FACTOR # 9: Give Your Copy an Emotional MAKEOVER!

This one is HUGE. And it's the perfect place to use the *Emotional Trigger Words* book you got FREE along with this course.

Once you've nailed down the dominant resident emotions you'll be stimulating in your piece, you can look through the sections that list the trigger words of those emotions. If you're targeting fear, betrayal and anger – you can look those emotions up and see which words fit best. Look for places

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where you can strategically add/substitute them throughout your copy.

In fact, while editing you'll come across lots of words that feel flat and lifeless – yet you really don't know the right substitute. A thesaurus can sometimes help, but those words aren't always optimum for hard-hitting sales copy.

However, when you KNOW your copy should carry a certain emotional feel, you'll quickly spot powerful substitutes in the section for that specific emotion … right inside the *Emotional Trigger Words* book!

For example, you'll find yourself changing words like: "False … to … *Deadly, disgraceful lie*" or "Hurt … to … *slaughter*" or "More energy … to … *electrified*" and so on. Now imagine if your entire promotion were laced with these visceral, emotional words! How much more thrilling and fast-paced would your copy be?

Know this: The amount of emotion your copy carries – and therefore the liveliness and feeling of momentum it has – depends heavily on your emotional word choices. This book makes it a total cakewalk – be sure to check it out.

But until that point, we recommend taking your copy and putting it next to a world-class control with the same emotional feel you're looking for. For example, if you're writing a "conspiracy-type" package … you'll usually be using words that trigger emotions like anger, betrayal, greed, revenge … so you want to scan the control you've got and look for words and phrases you can steal and put into your copy.

Your goal is to replace the weaker, flatter words in your copy with the stronger ones you see in the winning package.

For instance, if you took a letter like you see on Figure 15-6, look for better ways of getting the emotional impact. Notice the phrases like … "not for public release" … "vested interests" … "billion dollar drug giants" … "they can't silence" – each drives home the feeling of conspiracy. And this is only the first page! Going through an entire package like this will give you scores of words and sentences to use in your own copy.

This technique is ethical, simple and effective – nearly all great copywriters have used it to create huge breakthroughs.

MOMENTUM FACTOR # 10: Read it OUT LOUD!

Another really powerful tool is to check the momentum of each draft by reading it aloud. Mark the places where you – as a reader – begin to become distracted or bored.

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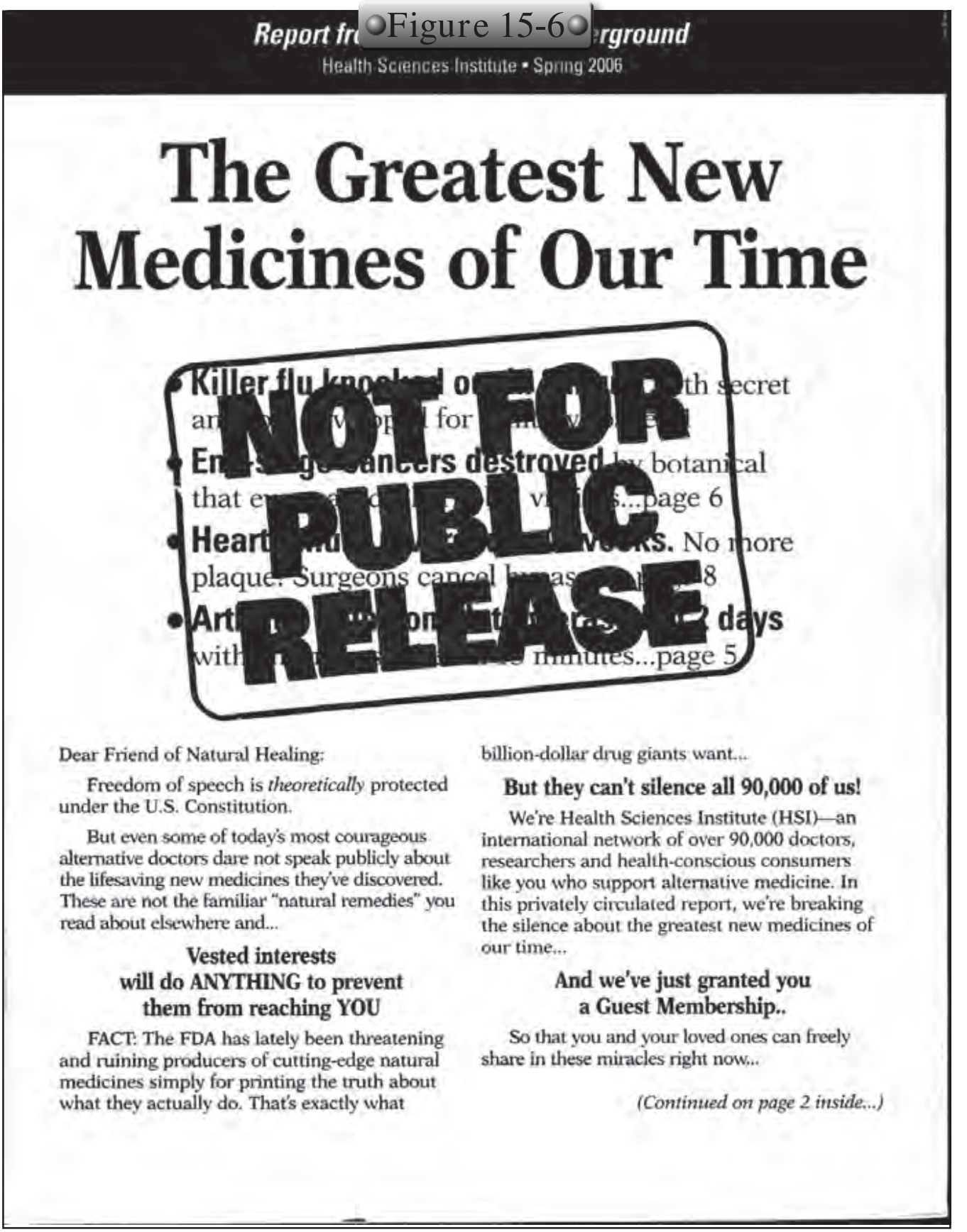
Figure 15-6



Report fr[illegible]erground
Health Sciences Institute • Spring 2006

The Greatest New Medicines of Our Time

NOT FOR PUBLIC RELEASE

- Killer flu knocked o[illegible]th secret ar[illegible] for [illegible]
- En[illegible]ancers destroyed by botanical that e[illegible] v[illegible]s...page 6
- Heart [illegible] **Works.** No more plaque. Surgeons cancel b[illegible]as[illegible]8
- Art[illegible] days with [illegible] minutes...page 5

Dear Friend of Natural Healing:

Freedom of speech is *theoretically* protected under the U.S. Constitution.

But even some of today's most courageous alternative doctors dare not speak publicly about the lifesaving new medicines they've discovered. These are not the familiar "natural remedies" you read about elsewhere and...

Vested interests will do ANYTHING to prevent them from reaching YOU

FACT: The FDA has lately been threatening and ruining producers of cutting-edge natural medicines simply for printing the truth about what they actually do. That's exactly what billion-dollar drug giants want...

But they can't silence all 90,000 of us!

We're Health Sciences Institute (HSI)—an international network of over 90,000 doctors, researchers and health-conscious consumers like you who support alternative medicine. In this privately circulated report, we're breaking the silence about the greatest new medicines of our time...

And we've just granted you a Guest Membership..

So that you and your loved ones can freely share in these miracles right now...

(Continued on page 2 inside...)

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Then read your ad again – this time, imagining that you are in a busy, noisy kitchen and dinner needs to be ready in the 30 minutes. Kids are yelling, the phone's ringing, the TV's on.

Once again, mark any sections that begin to lose you.

Each of these sections will kill readership and response if they're still there in the final draft. Edit them or cut them out.

It's even more effective if you have somebody listen to you as you're doing it. They'll notice things you can't see and can offer valuable feedback.

Then just make the necessary changes – often by using the other techniques we've outlined in this chapter – until you can read it out loud, and it all flows quickly and smoothly. We assure you, do this enough and your copy will begin to sing.

MOMENTUM FACTOR # 11: Make Each Section Progressively SHORTER!

Making each section of copy shorter than the one before is a little known way to create momentum.

For example – let's say you have to make ten key points in order to complete the sale. You could spend 1 1/2 pages making your first point … 1 page making your second … 3/4 of a page making your third … 1/2 page making your fourth … and then wrap up the final six points in a series of bullets covering a single page.

Clayton does this all the time in his promotions for the financial market. The editor may have 7 blockbuster stocks, guaranteed to produce windfalls over the next 12 months. When he's romancing them, he'll spend the most amount of time on the first one – really selling the hell out of it. Then a little less on the second one. And so on.

Why do this? Your prospect feels like he's moving through each section faster and faster, that each point is getting easier to read and understand … he feels like he's *quickly* accomplishing something!

As a writer, you must be sensitive to the amount of time it takes to read long copy. A 24-page magalog will typically take 45-60 minutes to read all the way through! A copy-dense 16-page letter or website may take 30-40 minutes. Either way, our prospect's attention span will be tried and will get shorter with each turning page. Fatigue will almost certainly set in.

But making each section shorter helps counter this tendency and increases the odds that he'll stick with you all the way to the order page.

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How the Masters Combine All These Secrets

Gene Schwartz is one of the all-time masters of writing with momentum. Here's a sample from one of his blockbuster space ads with the headline, "The British Miracle That Creates Super Plants." It's a perfect example of using connective words to tie paragraphs together and then lead up to an explosion!

Here's the first paragraph:

*****

"And then – the most remarkable part of all! When these fantastically beautiful plants have reached their full glorious height and strength, simply drop another Magic Pellet next to them! These tiny English pellets automatically liberate still more wonder-working ingredients! These final concentrated stimulants pour into your roots – carried up through the stems and trunks and branches of your plants – are finally delivered to the great giant flower buds at the top of those plants."

*****

The above paragraph is especially revealing because it begins by blatantly breaking a rule of grammar. It's a sentence fragment – beginning with a bucket brigade word ("And) – plus it doesn't even have a verb! But notice how it still powerfully holds your interest and excitement as he moves to the next point.

The next paragraph increases the tempo further:

*****

"And when those precious ingredients reach those ripe buds – THEN YOU WILL BE BLINDED BY THE EXPLOSION OF COLOR THAT GREETS YOU IN YOUR GARDEN!

*****

The tempo is building here. Which sets up a very powerful subhead that really snaps the reader into complete attention:

FLOWERS SO BEAUTIFUL
YOU CAN HARDLY
BELIEVE YOUR EYES!"

This is fantastic writing! Just like in a great action movie, it builds and builds up to an exciting, explosive burst of energy that increases and sustains the momentum of the copy.

In another ad, Gene began each successive new sentence or paragraph with the following lines:

"But this is only the beginning!"

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"And then ask him – *without his ever hearing them before, and without going to the dictionary …"*

"And now turn to page 166 – and break mathematics wide open for him!"

"Yes! Teach him this one five-minute secret!"

"Now Watch Him Shine In Math, English, Science!"

"Think of it! From this moment on, in only five short minutes a day …"

Are you starting to see the power of this process? How he uses the connective words – the bucket brigade – to tightly connect each paragraph and progressively build momentum. And then peaks this process with an explosive subhead that jolts the prospect's attention to yet a higher level. Then it subsides a little, only to return to the building process again.

This is a very high level of copywriting, but worth every minute spent mastering it. This is also probably why Gene could only write for 33 minutes at a time without taking a break. Writing with this much intensity is HARD work. It takes a lot out of you and is much easier to sustain in short bursts.

Starting Off with an Emotional Wallop

On Figure 15-7, you'll see Clayton's "7 Horses of the Coming Stock Market Apocalypse" promotion for Weiss Research. It does a fabulous job of illustrating several of the principles we've mentioned here.

First off, it really starts off with a BANG! This headline allowed Weiss to mail in the millions because of how it viscerally connected with the fears investors were experiencing at the time of mailing.

The deck copy tells the reader that it's inevitable – the most painful crash of his lifetime is STILL AHEAD – explaining that there are 7 reasons why the Dow is about to be chopped in HALF.

Then the lead paragraph makes a shocking claim – that the "ghosts of all the financial crises of the past 30 years are returning to shock Wall Street once again!" Just notice the powerful emotional words he uses on the very first page. Words like … *ghosts … shock … wreck … disaster … slammed … debacle … collapse … bust … crises … gutted … vaporized … rearing their ugly heads … painful …* and more!

The combination of the dominant emotion headline, solid deck copy and

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Figure 15-7

An eye-opening warning From Martin D. Weiss, Ph.D. — who helped his clients to profits of up to 929% during the recent tech wreck: Beware of the ...

TERROR ON WALL STREET Page 12

7 HORSEMEN OF THE COMING STOCK MARKET APOCALYPSE

These 7 emerging crises have now GUARANTEED that the most painful stock crash of your lifetime is STILL AHEAD!

In this report:

- 7 Reasons why the S&P 500 and the Dow will be chopped in HALF and the Nasdaq will be crushed to below 800 in the most painful stock crash since 1929 ...
- What you must do immediately BEFORE November 15, 2001 to preserve your wealth and ...
- How you can pile up profits of 211%... 500%... up to 929% — with investments that INEVITABLY soar at times like these!

By Martin D. Weiss, Ph.D.
Founder & President, Weiss Research

Just when you thought it was safe to get back into stocks — the ghosts of all the financial crises of the past 30 years are returning to shock Wall Street once again!

As investors, you and I have been through a lot in recent years: We've witnessed the Tech Wreck of 2000 ... the Debt Disaster of 1998 ... and the Asian Crisis of 1997.

And don't forget how stocks got slammed by the Energy Crisis of the 1970s ... the Real Estate Bust of 1974 ... the Bond Market Collapse of 1979-80 ... the banking/S&L debacle of the 1980s ... and when the Gulf War of 1991 drove oil prices through the roof.

Each one of these crises gutted investment values — and each one vaporized the prosperity, the financial security, and the retirement dreams of millions.

Now, these economic nightmares are once again rearing their ugly heads. Even worse: All 7 are rapidly converging upon the US economy — and in the next few months, they will simultaneously slam into Wall Street, triggering the most painful economic collapse since 1929.

Please turn...

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onslaught of visceral fear words help this promotion start off very quickly. From that point on it's an easy job to maintain it!

How to Build Tempo with Each Successive Line

Here's one from Clayton's "Dump These 25 Lousy Stocks NOW!" control. It's featured on Figure 15-8. The theme is very advertorial in nature, promising to reveal and explain the flaws in the 25 most dangerous stocks available right now.

The first thing you should notice is where he ups the tempo with a more energized subhead:

So some nights you toss and turn. Other nights, you can't sleep at all.

In times like these, it pays to own ONLY the strongest, saf-
est rated stocks available!

Do you see how, in the larger paragraph preceding the bolded statement, the tempo and tone was medium-paced. Then there's a quicker, two-sentence paragraph. And then finally how the very strong, explosive subhead (in bold) stands out and ups the tempo.

Also notice how, a few paragraphs down, Clayton jumps into two different bullet points. Each bullet emphasizes the difference between weak stocks and strong stocks in the market right now. And each bullet makes the text more readable and quick to get through.

One of the Best Examples from the Web

Here's a really killer piece of copy from the web and it's a fantastic example of many of the points we're making in this chapter. We've selected it to show you that these principles apply and work like gangbusters online as well.

Just look at the headline:

*****

Notorious "Death-Metal"
Bodyguard Reveals
The Simple Secrets Defeating Huge… Pumped-Up… "In-sane" Attackers –
Even MULTIPLE Opponents
– No Matter What Your Size or Strength!

Best Part… It's all RISK FREE To You … Plus You'll
Get That Incredible $49 "Get-tin' Ripped" Video FREE!

*****

First, notice the powerful "hook" that draws you in (Notorious "Death-Metal" Bodyguard) and then amplifies its visceral power by promising to help the

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Figure 15-8

THE UNEASY INVESTOR

The #1 Secret Of "WIN-WIN" Investing:

Dump These 25 Lousy Stocks NOW!

Martin D. Weiss, Ph.D. — whose independent, conflict-of-interest-free stock ratings are now offered by Wall Street's biggest brokers — names 25 "household name" stocks you MUST sell NOW!

PLUS: *GROW STEADILY RICHER*
by investing confidently in STRONG
stocks that could hand you gains of
215.2% ... 301.2% ... 408.4% ... up to 496.2%.

By Martin D. Weiss, Ph.D.

See if this sounds familiar to you ...

You long to become financially independent. But you're not there yet, and that means you have no choice but to keep your wealth invested. So, like nearly 100 million other Americans, you have money in the stock market.

You're cautiously optimistic. Nevertheless, you hope that your stocks won't be among those that will be hammered as the Fed continues jacking up interest rates or as the economic recovery falters. You pray that your stocks won't be vulnerable to awakening inflation, rising energy costs, or God forbid, the widely-anticipated al Qaeda strike before the inauguration in January.

At the same time, you're painfully aware of the well-hidden land mines that may lay in wait for you along the road ahead. You want to trust the big Wall Street brokers who gave your stocks their "buy" ratings. You hope you can trust the CEOs who oversee your stocks' earnings reports.

But still, you have serious lingering doubts. After all: They lied to you before, and it cost you. And you know by painful experience that — if they're lying again — all it would take is just one more earnings scandal ... or one more brokerage scandal ... to wipe away all your recent gains.

So, some nights, you toss and turn. Other nights, you can't sleep at all.

In times like these, it pays to own ONLY the strongest, safest-rated stocks available!

The fact is, if you're not worried about the safety of your investments now, you haven't been paying attention.

Day by day, the stock market is growing increasingly schizophrenic — with poor companies getting poorer and rich companies getting richer.

■ Most WEAK stocks — companies with high debt, low or no earnings, unreasonably high valuations and other major risk factors — are cratering.

Examples: In the past year alone, companies like Nexell Therapeutics,

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prospect defeat "Huge… Pumped-Up … "Insane" Attackers – Even MULTIPLE Opponents" … no matter what your size or strength! That's Speed Factor #2, starting off with a BANG. This headline creates strong driving momentum leading into the running text of the copy.

And below it continues to describe the secrets you'll find in the program:

*****

The expert who will teach you these astonishing secrets is Mark Parra. At 44-years-old, he's just 5'8", and maybe 150-pounds soaking wet. **Not a big strong young man by** *any means.*

But his size and strength doesn't matter one bit. He's known by "insiders" around the world for his astonishing abilities to take down violent opponents TWICE his size – *even if they're numbed-out on drugs and attack in groups.* His skills are nothing less than astonishing and it's why he was …

Hand-Picked To Protect
"Death-Metal" Band Members
From Crazed Fans!

*****

Now notice how the second paragraph strongly connects to the previous one with the phrase, "But his size and strength doesn't matter one bit." Then it quickly builds on Parra's ability (with the implied promise of transferring them to the prospect) moving inevitably to a powerful subhead that bumps up the tempo and interest.

The ad picks up:

*****

He did this during the now infamous "Megadeth/Pantera" World Tour. If you've never heard of these musical groups don't worry – let me clue you in.

These groups are two of the most insanely popular "death-metal" bands in the world. And to make matters worse – they toured *together.* You can imagine the kind of security nightmare that created.

These "metalcore" concerts were literally *packed* with angry young "mosh-pit monkeys" **… violent pasty-faced** meth-heads … and out-of-**control headbangers** whose vicious flailing and *slam-dancing* are intended to …

Make Sure Everyone Is Left
Battered … Bleeding … *Or Worse!*

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*****

WOW. This is momentum at its best, the words just race through your mind. The pace is accelerated with the very lively descriptions of these violent groups – a great example of using slang, jargon and emotional trigger words ALL AT ONCE, with powerful effect. Then, as we continue to see – the subhead is stronger, louder, shocking *and* momentum building.

Just one last section of the ad before we finish this example:

*****

And a LOT more. Simple tips to developing your OWN "check list" to **preemptive strikes** … the true art of using distance zones … knowing EXACTLY which attacker **to deal with first** … secrets to re-directing force … and *more.*

There's also a very cool section on "Improvised Weapons". This is NOT your typical "grab a nearby stick" lesson. It's absolutely unique. **You'll discover:**

» Simple techniques to using a tactical knife without permanent injury or death. Stun the hell out of him – then finish him, or just walk away. *The choice is yours.*

» How to use a **common water bot**tle as an extremely effective blunt trauma weapon. Sound bizarre – but Parra shows you *exactly* how this everyday item can suddenly take down anyone – *of any size.*

» Numerous **"wedge" objects** that can turn your attacker's fingers into string cheese. Just a slight squeeze and they'll obey your every command.

» How to turn-on continual pain like flipping a switch. Use simple objects that "dig" into joints or muscles for painful submission moves that'll instantly have YOU dominating the situation.

» Pocket objects that can be used as "looseners" to release any lock or hold your opponent can throw at you. He'll NEVER be able to hang onto you.

And a LOT more. Plus tons of tricks designed to reduce legal hassles, blood exposure as well as formidable blunt-trauma tips to make sure YOU'RE the one who walks away – (although *he* may have to go to the hospital).

*****

Notice how vivid, specific and tightly writen these bullets are. Each one is so easy to read, the time passes in the blink of an eye! And observe how colloquial the language is. It continues:

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*****

This "Brutal Headbustin' Secrets" is mega-powerful info. Like I said, it's the SAME system that Parra used on tour every single night – along with a lot more other "dirty tricks" to help you fight and WIN against anyone … anytime.

Look … if this "fool proof" system worked for Parra – day-in and day-out – to protect his clients from crazed "mosh-pit" rowdies and cranked-up violent fans then …

It Will Certainly Work
To Protect Your Family.

*****

The last two sections are literally bursting with the secrets we're discussing in this chapter! They begin the first paragraph with the bucket brigade phrase, "And a LOT more." It makes full use of the powerful, hard-hitting bullets by grouping them according to specific theme (improvised weapons). This makes them more coherent and meaningful. And of course, the bullets are absolutely killer – LOADED with power verbs, emotional trigger words, benefits and intrigue – they've really got it all.

Then in the very last two lines you see, it essentially says, "Look, if the secrets work for this small, older guy defending against a vicious, angry mob … they're sure to work for you." And that's the logical foundation of the argument he's making. It's the whole reason the writer spent all of the time building up Parra's meager physical frame, the danger of the vicious mob and the self-defense secrets it took to defeat them.

Because once the prospect could agree with all of this, he'd almost be FORCED to agree that he could use these same secrets to protect himself and his family from just about anyone. So this airtight argument helped to rapidly advance the copy's progression. It also gave the prospect little room to doubt the benefits – as the writer was quickly building to the conclusion.

The more you see how these momentum factors work together, the easier it becomes to supercharge your copy each time you pick up your pen. They literally feed off each other and whenever you look closely at great copy – copy that MOVES – you'll undoubtedly see them!

Another Killer Example from the Web

Here's the last one we're going to cover. It's another great piece of web copy with the headline:

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*****

Canadian Sports Doctor
Reveals Amazing Diet Secret
That Replaces Steroids And
Forces Your Body To Melt Fat
Like Butter In A Microwave!

Are you finally ready to turn your body into a tight, lean and almost frighteningly-powerful muscle-stoking machine that makes "juice-heads" faint with envy … plus have an endless surge of natural energy 3 times the level you have now? This important message will change your life forever!

A year from today, every athlete and bodybuilder with any brains will see the truth of what I'm about to tell you. Right now, though…

You're Going To Think I'm
Completely Crazy!

I don't care. I know what I've got here, and it's just too incredible to keep a secret any longer. And if you'll give me just 5 short minutes to tell you what the "insiders" in bodybuilding already know… well, my friend, I believe you'll be happy to have people call you "crazy" too!

*****

Notice just about every element we've described here:

1. The strong, visceral headline tied directly into the core desires of the prospect (build muscle, burn fat) …
2. The hard-hitting deck copy (right below the headline) has emotional words like frighteningly and envy … slang like "juice heads" … plus introduces killer benefits …
3. The very early subhead ("You're Going To Think I'm Completely Crazy!") that helps increase the opening tempo …
4. The well-written running text with great sentence variety, benefits, intrigue and more …

Now It's Time to Put These Secrets Into Practice!

Now that you've got the secrets for creating momentum – USE them!

Apply these secrets to make reading your copy feel swift and effortless – whether you're writing a fear-driven investment piece, a sensitive fundraising letter or greed-based business opportunity package.

You know the feeling – when you get so totally engrossed in something and time seems to pass quickly without

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noticing it at all. One hour seems like ten minutes!

THAT'S the feeling you're looking for. And it's exactly what these techniques will bring to your copy as you begin to master them.

We suggest you begin practicing each of these things *immediately* – they're all proven to work and can't help but increase the momentum and impact of your copy.

Over time, they'll start becoming second nature and you'll hardly think about them all.

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Action Steps

15

Momentum

From the moment a prospect's eyes first fall upon your promotion, a timer starts ticking in his head. If your copy lacks momentum … if it ever fails to move quickly enough … it's literally like a bomb goes off that destroys all the great work you've done. Your chances of making the sale are blown to smithereens!

That's why you must always do your best to apply these Momentum Factors to your Body Copy:

1. Put your *back* into it … and *"bring it"* every time you sit down to write.
2. Start off with a *bang.*
3. Make sure you're going *someplace.*
4. Use *lots* of colloquial words and phrases.
5. Mix up the *tempo.*
   a. Have lots of short, snappy sentences mixed into paragraphs.
   b. Have some one-sentence paragraphs.
   c. No paragraph should ever be too long.
   d. Have a subhead every 5-10 paragraphs *max.*
6. Create bunches of bullets.

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7. Use the bucket brigade like:
    a. "and … so … plus … in addition … not only … because … but … once … there's more … again … that's why … that's not all …"
8. Write and edit in *layers.*
    a. You have your outline or logical points, so just write the first draft … uncensored.
    b. Then edit for:
        » Content and clarity.
        » Then for speed and liveliness.
9. Give your copy an emotional *makeover.*
10. Read it *out loud!*
11. Make each section progressively *shorter.*

Now we understand there was some repetition is this chapter, but we'll remind you of its purpose. The steps given enable you to go through the body copy that you just wrote in the last chapter … touch it up or enhance it wherever possible … and make sure that it has the greatest degree of speed and impact possible.

So your task is to re-read your body copy at least 1-2 times with these principles and action steps in mind, making changes as you see fit. When you're confident the copy reads with the highest possible level of momentum, you're ready to start thinking about your bullets.

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Quick-Start Copywriting System

16

How to Write Irresistible Bullets and Fascinations

In this Chapter …

- How several of the world's highest-paid copywriters begin their promotions (this is so easy to do, and gives you TONS of great content to work with as you write your copy) …

- The 21 most effective bullet formulas yet discovered – just simply substitute your own product or service into these formulas and you'll have world-class bullets in no time!

- The powerful "Makepeace Makeover" process that transforms weak bullets into strong ones, in a matter of minutes …

- And much, much more!

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Why should you read – and HEED – the secrets we reveal throughout this Chapter?

Simple: Because the ability to write great bullets and fascinations is one of the most powerful skills you'll EVER acquire as a copywriter. And the ability to *recognize* both good and bad ones is essential to being a great direct response entrepreneur or marketing director.

Don't believe us? Just scan through a stack of controls. You'll find TONS of sales letters and even larger promotions based almost entirely on great bullets and fascinations. This is especially true when selling books – like Boardroom and Rodale do through the mail, and like many Internet marketers do online.

Just about every great A-list writer has developed the ability to write world-class bullets and it's rare to see a big package without *at least* 10-20, if not many more.

Why is this so? Because bullets and fascinations are often the very strongest way to convey your benefits. A well written series of bullets can often accomplish what pages of benefit copy cannot.

Even though bullets and fascinations nearly always offer benefits … GREAT ones do much more than that.

The best bullets and fascinations typically do the following:

» Powerfully stimulate curiosity and intrigue …

» Seduce your prospect to read, read, READ!

» Build desire – little by little – by creating the urge to "know" the secret your bullet promises to reveal …

» Seize your prospect's attention and keep him zooming through the copy …

» Make your sales message more readable (which *always* boosts response!) …

» Pump up your promotions with more variety and prevent the disastrous "flat" benefit syndrome …

» Crush "headline block," instantly delivering a wealth of fantastic headline possibilities …

» And much, much more!

How to Write Bullets that Make It IMPOSSIBLE for Your Package to Be Put Down

Writing great bullets and fascinations is truly a science. It's about taking all the right tools and then assembling a little powerhouse of desire.

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If you're writing them for a book or a premium booklet, you'll typically begin by researching the daylights out of your subject.

Legends like Gene Schwartz would begin reading a book multiple times, highlighting key points and tidbits with each read. Then he'd have his secretary or a typist type up all of his notes (which would often add up to a 60-70 page document!) Finally, he'd organize the research information and begin filling in the running text, creating the fascinations as they came to him.

Others have a slightly different approach. Clayton's good friend and seven-figure writer Parris Lampropoulos begins by going through his research and writing *as many as 700 fascinations*. Talk about discipline! He'll probably only keep about 100 of them, but Parris likes to have about seven times more than he could ever use.

This is an elite strategy because it guarantees that every bullet or fascination that makes it into the final draft is exceptional. He gets to select strictly from the "cream of the crop" rather than some good ones and a bunch of mediocre ones. (You've probably seen this problem – especially online – where you're reading a long string of bullets and 3 out of every 4 are mediocre, at best. You can bet the writer didn't write *seven times* what he needed and then select his very best!)

In looking at Parris' packages, you'd see how this also gives him so much variety in his bullet sections, making them more intriguing and enjoyable to read. This is crucial – especially in promotions that involve lots of fascinations – because even just one or two bad ones can cause your prospect to start "skimming." In some cases, a few bad bullets alone can get your promotion tossed!

Remember – Your #1 Job is to Keep Your Prospect READING!

As you know, the fundamental goal in copy is to MAKE THE SALE; and, without a doubt, the BEST way to do that is to keep your prospect reading.

Have you ever noticed when you're reading sales letters … if you read or study a good one from cover to cover … you start feeling like you WANT the product? That's the magic of long copy! But it ONLY works if you KEEP your prospect reading all the way to the end.

That's why Clayton constantly talks about systematically weeding out "weak links" in your copy – because weak links cause you to lose readership. And ultimately cause you to lose sales. Because

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they're so easy to read, bullets can be the deadliest of weak links.

This is also why, if you bore your prospect with dull or repetitive bullets, the best case scenario is that he starts skimming and scanning (the opposite of what you want). This is one step from putting the letter down or throwing it in the trash.

So you want to make sure you vary your bullets in such a way that your copy has a natural flow and that it doesn't feel artificial. Which means you want some bullets long, others short, some bullets blind and others where you reveal the full secret your prospect can use immediately.

Reading through the bullets should give your prospect an exciting feeling. Almost like he's on a roller coaster ride and doesn't know which way he's gonna be turned next.

If you can get your prospect through a long series of quality bullets/fascinations, your chances of making the sale shoot up exponentially!

How to CRUSH "Headline Block" for Good

Here's another really powerful advantage you'll have when you become a great bullet/fascination writer. Having an army of killer bullets/fascination at your disposal gives you a whole slew of fantastic headline ideas and possibilities.

You see, when promoting an information product, some of the very best writers in the business will often begin their writing process with bullets and fascinations. They'll go through their research and benefits, then write bullet after bullet that teases the prospect about what he'll discover inside the program.

Doing this not only gives you tons of great bullets to use in your body copy, it does something else: When it's time to write your headline, you've literally got dozens … if not HUNDREDS of wonderful possibilities!

One of the best recent examples of a winning headline that began as a bullet is from the control for *Bottom Line Personal*:

» How Doctors Stay Well While Treating Sick People All Day

This was simply the most intriguing, benefit-based bullet out of many hundreds written by Parris. If you notice, it also hints of "proof" because it references doctors. (We'll discuss the need for proof/credibility in your bullets more in just a second.)

To work the same magic in your own writing, just write TONS of bullets

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covering every shocking, fascinating and emotionally stirring piece of information you have. When you're done, you'll almost certainly have at least a few very good headlines in there – and probably at least 1-2 GREAT ones!

21 Proven Bullet Formulas Revealed by the Best Writers In the Business

After scouring hundreds of controls looking just for bullets, here are the main types we've discovered:

Bullet Formula #1: The "how to" bullet

This is probably the single most popular type of bullet/fascination and you see loads of it, both online and off. It works because we seem to have a natural affinity and curiosity for "how to" information. That's especially true if the "how to" information is tied into our deepest feelings and desires. That's the key to making it work.

» How to use the secrets of "loading" your body for maximum power! (Traditional swings rob you of this potential power – while the Triple Coil Swing actually increases it two-fold!)

» How to make yourself safer than 89% of other car passengers – page 389.

» How to rub your stomach away. The simplest and most natural way to lose weight is by this effortless two-minute exercise.

Bullet Forula #2: The "secret to" bullet

This formula is perfect when you have a piece of information not commonly known – something that can be legitimately called a "secret." Typically the "secret" is centered on "how" your prospect will get the benefit. Be careful not to overuse this idea, however, or your prospect will become excessively skeptical. After all, if everything is a secret then each one becomes a little less unique and enticing. These bullets MUST be based on information not commonly known and varied for maximum impact.

» The secrets of "Single Finger" takedowns … using moves that are indefensible even by a larger and more experienced opponent!

» Little known secrets that can steer you to tremendous profits in gold … even if bullion drops to $250 an ounce!

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» The secret of "that schoolgirl complexion" revealed! This is the natural compound you must have for health, beauty and long life. Develops that youthful beauty from within.

Bullet Formula #3: The "Why" bullet

This bullet is ideal for building intrigue. Essentially, you're promising to reveal why something is a certain way – with the implication that *knowing why* will make a difference in your prospect's life. So make extra sure the info your promise presents is …
(a) something your prospect is instantly curious to know more about and
(b) directly beneficial in his life.

» Why – if this disaster strikes the US – you'll pay up to 16 times more money for cheap imitations of your favorite supplements – and why that's the good news!

» Why up to 70 percent of all poisonings happen to children under five. And the best prevention of them all. Page 34.

» Why you can't trust your pension fund: Dirty tricks they play with your money – and how to stop them COLD …

Bullet Forumla #4 The "What" bullet

"What" bullets work well in two ways. First, they can give your prospect very specific instructions for action ("What you MUST do now to avoid …"). Second, they often offer him elusive, valuable information ("What doctors don't tell you about …"). Both do a wonderful job of bumping up the perceived value of the information, while at the same time *hiding* it for added curiosity!

» What you must do immediately before November 15th, 2001 to preserve your wealth and …

» What you must do at once if you receive a mild shock when you touch an electric appliance – page 26.

» What the Corporate Fat Cats don't tell you about their CoQ10 supplements …

» What to watch when you're eight feet apart (it's NOT his eyes – a terrible mistake most fighters make that gets them hurt) … and what to watch inside the two feet "crunch time zone" … to keep you a precious step ahead of even superbly-trained fighters!

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You can see more great examples of the "How to" … "What" … and "Why" bullets on Figure 16-1 (The Safe Money Investor Service) in the FREE GIFT #1 sidebar. As you'll soon see, sidebars can showcase your best bullets with tremendous impact.

Bullet Formula #5: The "What NEVER" bullet

If you've ever read a Boardroom promotion, we would bet big money you've seen this type of bullet. They popularized it with the following bullet that became a blockbuster headline:

» What never to eat on an airplane. The dirtiest, deadliest airplane in the whole wide world.

Here's another example:

» What never to keep in your deposit box. Never. And how to stop the state from stealing it.

This kind of bullet/fascination can be applied to many, many pieces of information. It's powerful because it alerts him of a possible mistake (tapping into the fear emotion), promises information that will protect your prospect from the mistake (benefit), and also builds curiosity and intrigue because he doesn't yet know the answer. If you're selling supplements, you could say, "What NEVER to take along with Vitamin C …" If you're in the investment market, you could say, **"What NEVER to invest in as inflation rises …"** The list could go on for miles.

Along the same lines, you can present any other type of "What NEVER" information with leads like "Why you should not …" or "The absolute worst …" or "What to avoid …" – because the premise is exactly the same. Just play around with the different versions and see which works best for your information. Here are a few more examples:

» Why you should <u>not</u> use soap anywhere but under the arms and on the genitals. Page 37.

» The absolute <u>worst</u> time for your body to do paperwork or read. Page 26.

» The One Place NEVER to Store Your Gold: It's practically an engraved invitation to thieves. Where to store your gold for maximum safety and convenience.

Formula Bullet #6: The "PLUS" bullet

The "PLUS" bullet is a greed bullet – it gets your prospect into the mindset of more, more, MORE! Its structure isn't terribly unique – essentially it's

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Figure 16-1

my only loyalty is to YOU — NOT to greedy corporations.

But as a new member of my **SAFE MONEY INVESTOR SERVICE**, you don't have to pay $15 for each rating. You get the latest, most up-to-date edition FREE — in your complimentary copy of **THE WEISS RISK RATINGS FOR 6,800 STOCKS AND 6,400 MUTUAL FUNDS!**

Gift #3 — a $79 value, FREE:

Pile up profits of up to 1,000% — even in a bear market!

Once the lion's share of your money is safe — and safely growing — you're in a position to turn a little molehill of cash into a mountain of money with **THE WEISS WINDFALL STRATEGY!**

Fact is, **THE WEISS WINDFALL STRATEGY** has been making my clients richer for years!

It all started on Thursday, October 15, 1987 — when I told my subscribers to go short the stock market. The very next day, the Dow fell 4.6%. And on the following Monday, the Dow crashed 22.6%, the greatest one-day stock market collapse of all time.

Then, Tuesday morning, at the very bottom of the crash, I told my subscribers to close out their short positions.

When the dust settled, CTCR — an independent analyst-rating service — said that investors following my advice would have made more money during the crash of 1987 than those following any other advisor they tracked.

Little wonder: Based on our timely advice, $9,000 invested in put options to sell IBM shares could have raked in a 544% profit in the crash …

And anyone who had bought put options on a stock index would have piled up profits of up to 4,592% — enough to turn a $25,000 grubstake into a whopping $1.17 MILLION!

WOW! I was so impressed with the profits this strategy offered at major market turning points, I gave it a name: **"THE WEISS WINDFALL STRATEGY."** And I even founded a premium advisory service to help investors take full advantage of it.

Today, thousands of investors pay $5,000 per year for that service.

But you don't have to cough up $5,000 to see how it's done. I'm going to give you our complete strategy FREE — in your FREE copy of **THE WEISS WINDFALL STRATEGY.**

And with all the problems now lining up to batter U. S. stocks, I expect **THE WEISS WINDFALL STRATEGY** will make my clients — including YOU — richer than ever in 2003-2004!

Gift #4 — a $79 value, FREE:

Spot the next sector to crash . . . and even pick the bottom when it really comes!

Every time stocks show the tiniest sign of life, Wall Street gets giddy.

Hordes of Wall Street's most notorious stockpushers line up to declare that "we've seen the bottom." And they swear on a stack of Bibles that it's time to buy stocks again.

You've seen it over and over again — when bursts of optimism drove the Dow into a rally: Trusting souls dug deep into their bank accounts to throw good money after bad, spending what little they had left on stocks.

Please turn …

"You Saved My Financial BUTT!"

"Based on your recommendations, my portfolios are finally going substantially up instead of down.

"You saved my financial butt, and the financial legacy I hope to leave to my children someday."

— M. Obert, San Luis Obispo, CA

FREE GIFT #1:

■ **Why Today's Fledgling Banking Crisis Was Inevitable All Along and Why It Has BARELY BEGUN:** PLUS what you MUST do NOW to insulate your money …

■ **What's Really Ahead For U.S. Stocks In 2003:** 6 MORE crises now threatening U.S. stocks — the truth that Wall Street establishment doesn't want you to see.

■ **What You Should Continue to Hold — and When to Take Your Losses and Move On:** The quickest, easiest way to clear out the dead wood in your portfolio and get your money GROWING again.

■ **The 100 Weakest Stocks in America:** If you own anything on this list of losers for 2003-2004, dump it NOW!

■ **How to Survive — and Even Profit From The Coming Bankruptcy Avalanche:** The "surprise" bankruptcies at Enron, Global Crossing, Kmart and other giant firms didn't surprise us one bit. In fact, they're just the first of an epidemic of corporate failures ahead!

■ **How to Pile up a Fortune in the Next 24 Months with Strictly Limited Risk:** How you can use stock market crashes — and surprise rallies — to rake in profits of up to 307%.

■ **And MUCH more!**

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just one of the other formulas with a PLUS at the beginning. PLUS bullets work best at the end of a list, helping finish with power and momentum. Here's an example from some of Clayton's financial self-mailers:

» PLUS – How to turn the tables on them: Insulate your wealth and then USE their treachery to lock-in profit potential of up to 562%!

» PLUS my complete list of 1,837 companies that we suspect of fudging their earnings – make sure your stocks are NOT on this list!

Bullet Formula #7: The "Number" bullet

Use this kind of bullet when you can group together multiple ways of doing something, multiple secrets or multiple reasons why something will happen. It's a great way of condensing unique information into a value-added team of enticing secrets, methods or ways of delivering a desired benefit.

» Four ways to stimulate the body to release its own natural painkillers.

» The seven little-known signs of internal bleeding and what to do about each – page 4.

» The world's two most powerful inflation fighting strategies: PLUS the stocks that can hand you gains of up to 562% as inflation returns …

» 3 often overlooked investment vehicles that can make you up to 10 times richer when the next earnings scandal bursts into the headlines.

Bullet Forumla #8: The "Right …WRONG!" bullet

There are times when you'll be able to bank on your prospect having certain assumptions. That's where this kind of bullet comes in. You suggest the assumed idea or belief and then you immediately debunk it with … WRONG! It's great because everybody wants to know why or how they could be wrong about something they thought they knew. Especially, if there's a killer benefit in knowing the right answer!

» Sneezing into a tissue prevents colds, right? Wrong! Page 2 explains why.

» The bathroom medicine cabinet is the best place to store medicine, right? Wrong! It's the worst. The facts are on page 120.

» "Unscented" products have no scent? Sorry. Many are masked with a chemical that can cause allergic reactions. Page 24.

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Bullet Formula #9: The "WARNING" bullet

It's perfect for when you want to alert your prospect of a danger ahead. You'll often also see the words "caution, alert, danger" at the beginning instead of warning. This is particularly effective when your promotion targets the fear emotion. Of course, this bullet works much better when you give proof that you have the solution (benefit) to the problem you're warning your prospect about.

» WARNING – Your #1 asset is now in extreme danger! Why the equity in your family's home may be vulnerable to an all out attack in 2004-2006 – crucial self-defense …

» WARNING: Avoid These 2 Popular Gold Investments Like The Plague! Ignoring this single warning could leave you broke and holding the bag!

» Cell phone DANGER! Avoid sleep disruption from electromagnetic waves …

» CAUTION: Washington and Wall Street are conspiring to HOODWINK YOU! They only want you to THINK that they've cleaned up Wall Street. Discover the shocking TRUTH that can protect you from being fleeced again!

Bullet Forumla #10: The "Are you ..?" bullet

With this bullet, you ask your prospect about something you strongly believe he's *already* doing. Then you offer him a specific benefit, advice, or instructions with as much credibility as possible. This bullet is particularly strong because you get your prospect to say "yes" and nod his head, building momentum toward the sale.

Variations on it can be "Do you …?" or "Does your …?" or "Is your …?" – all work equally well!

» Are you and your doctor making these common mistakes with your health? One of the Country's most respected M.D.'s exposes the 9 deadliest flaws in disease treatment that could be robbing you of your health and hard-earned money.

» Does your broker have a "rap sheet" with the SEC or NASD? Here's how to find out – FAST!

» Do you take any of these 16 popular vitamins or supplements? If so, please read this M.D.'s urgent warning!

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Bullet Formula # 11: The "Gimmick" bullet

Here you carefully extract an idea from information in your research and put a creative "spin" on it, assigning it a name. For example, say you're selling a fitness book and you find there's a body fat test which requires you to pinch certain parts of your body. You could create a gimmick like … The simple "pinch test" that instantly tells what your **body fat levels are – with pinpoint,** .5% accuracy.

This technique works effectively because it often combines a benefit with specificity, intrigue/curiosity, and *delivers* a precise mechanism for achieving the benefit. AMAZING! It does this ALL in a couple of simple lines.

» The amazing "Towel Hanging" trick that increases the strength of your erection … plus your lovemaking stamina … allowing you to supercharge your love-life in a very short time! (You have to experience these kinds of "rocket burst" orgasms to believe they're possible! See page 139.)

» And … the amazing "follow through" secret that is the foundation of making long, straight drives so easy you could cry with joy! This alone will change your game forever …

» The "optical illusion" that absolutely destroys most golfers … the single most damaging "habit" nearly all amateurs suffer that GUARANTEES they will never experience a consistently great game! (Once you know the secret, however, you will OWN the course!)

Bullet Formula # 12: The "Sneaky" bullet

This one is used very selectively by top writers – because overdoing it can make your copy feel contrived. Not everything can be "sneaky." It typically applies when you have a piece of info that has some sort of conspiracy factor … or in less extreme cases: a hidden, guarded or overlooked element. It's most often used when there's something a group doesn't want you to know or is actively hiding from you.

» The sneaky ways professional fighters use the element of surprise to turn around dangerous situations … even when they're the ones who've been "jumped" by an assailant unexpectedly!

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» Sneaky little arthritis secrets that doctors never, ever tell you about …

» Sneaky insurance tricks that could be costing you an arm and a leg. Make sure you're not a victim.

For an example of this kind of bullet (and many others!), see Figure 16-2. It's from *The Bob Livingston Letter*.

Bullet Formula # 13: The "Statement of **Interest + Benefit" bullet**

This formula works best when you have an exciting or intriguing tidbit you can lead with. Then you immediately follow it with a strong benefit. Often you'll start with a fact and then use one of the "how to" or "why" types of bullets for the second line.

» Drowning is the third leading cause of accidental death. But **did you know it's possible to save a drowning person even if you** can't swim? Page 15.

» You walk into an empty self-**service elevator late at night and press the button. Before the door** has a chance to close you get **back out fast.** Why? (Nine ways to outwit a mugger.) Page 380.

» Platinum Prices Up 90% since **2002 – Here's How To PROFIT:** Why platinum prices are expected to surge throughout 2005. **Best coins and bars for profit-minded investors.**

Bullet Formula # 14: **The "Direct Benefit" Bullet**

Here's where you simply make a claim (ideally a unique and powerful one!) in the opening line of your bullet. The first word is usually an action verb, instantly promising the benefit. Then the next line is spent deepening, proving, and adding intrigue or additional benefits to the original claim.

Some examples:

» BUILD ENORMOUS STRENGTH AND MUSCLE TONE without exercise! Ten minute breakthrough naturally triples your growth hormone levels. Secretly being used by the New York Mets, Chicago Cubs and many Hollywood stars. All you do is stand.

» BANISH MENSTRUAL CRAMPS FOR GOOD with a common vitamin! Now shown to wipe out over 80% of all cases of cramps.

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Figure 16-2

FAST REPLY BONUS! Receive 2 additional Free bonus reports with your fast reply!

Order your no-risk subscription to *The Bob Livingston Letter* within 10 days and you'll receive 2 additional must-read Special Reports:

Solved: The Secret Mystery of Aging

Why is it that some people who are 65 look 45 and others who are 65 look 85? The answer is, those who remain ageless know the secrets of extending life with quality! And this exclusive Special Report reveals those secrets for the very first time.

Discover…

- **The grim reaper that steals age,** beauty, and life from most people. Surprise—it's triggered by 80 percent of the foods commonly eaten. Address this problem and you'll likely never get sick and outlive everybody you know.
- **How to gain life faster than you're dying.** Slows the aging process down to a crawl and helps you regain youthfulness the natural way. Amazing!
- **The amazing anti-aging mineral.** In old, sick people, levels of this mineral are shockingly low. But you can raise your levels with delicious foods, not drugs or medications!
- **The secret of "that schoolgirl complexion" revealed!** This is the natural compound you must have for health, beauty and long life. Develops that youthful beauty from within.
- **It may be the greatest secret to staying young, ever.** Simple technique anybody can do to flood your heart, brain, circulation and more with vitality, and best yet, it's Free! (No, it's not exercise.)
- **The great enemy of youth and beauty.** Common health problem has bad, bad aging effects on your complexion, brain, and health. Easy to cure with foods!
- **Adam lived 930 years without doctors and drugs.** How to extend your life and its quality, naturally.
- **The hidden, high risk of vaccinations,** immunizations and flu shots at any age. How they can exhaust your immune capacity, alter DNA and RNA and cause chronic disease.
- **And many more anti-aging secrets** you've never read before… all yours Free!

How to Keep the Government's Grubby Hands Off Your Money and Your Estate

In this exclusive Special Report, you'll discover simple, affordable ways to protect your lifetime of wealth from the greedy government and keep full control of your money while you live and even after.

You'll read all about…

- **Probate can cost up to 20 percent of your estate.** But it's easy to avoid, and you don't need so-called professional help.
- **The wealth preserving secret of Sam Walton.** Anybody can use it to keep more money in your family and not give it to the government.
- **The truth about a "will."** What is protects—and surprise, what is doesn't protect.
- **How to give money to your kids or relatives, now…** and cut your taxes to the bone.
- **A simple strategy that reduces estates taxes by 98 percent.** It's a no brainer.
- **Sneaky insurance tricks** that could be costing you an arm and leg. Make sure you're not a victim.
- **The number one way to protect assets** you suspect the government or lawyers are trying to seize. Simple yet bulletproof.
- **How to protect your money from ex-spouses,** nasty relatives, or anybody for that matter. Secrets used by the rich and famous for decades.
- **Retirement warning:** Why you may not have as much access to your money as you thought. What you can do about it now.
- **and much, much more,** all yours Free!

Remember, these two extra Special Reports valued at $39.90 are yours Free, but only if you

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» RECOVER FROM LATE-STAGE CANCER, even after it has spread to the bones. Just a tiny dose of this cutting-edge nutrient has now been shown to make it happen.

Bullet Formula # 15: The "Specific Question" bullet

This bullet hooks your prospect by leading with an intriguing question of importance. Just like many of the other formulas, what follows must offer the desired solution either within the running text of the copy or the product that's being sold. And, of course, it's always good to mix in credibility, benefit, intrigue and curiosity.

» Do you know that one-quarter of all household burglars gain entrance without breaking in? Here's how they do it … and how to get them to stop doing it to you. Page 157.

» Joint bank accounts? Close them fast and open separate ones … or you'll pay dearly. Page 142.

» What time of day are you at greatest risk for low blood glucose? This surprising answer will put you on alert.

Bullet Formula # 16: The "If …Then" bullet

The "If … Then" bullet works because it first engages your prospect by inviting him to meet a simple requirement. It can also ask him if he's in a specific "group" or if he's experiencing some kind of malady or symptom. If you've selected the right piece of info, he's naturally interested in whether he meets the requirement or is experiencing what you describe. It quickly grabs his attention!

And then he also wants to see what happens if he DOES meet the requirement – which becomes the benefit you hit him with in the latter half of the bullet. The legendary Gary Bencivenga is particularly fond of using these types of statements as headlines and they've produced some very big winners for him.

» If you have a tension headache, here's why you should forget your scalp and concentrate on your toes.

» If you've got just 20 minutes a month, I guarantee to work a financial miracle in your life.

» If you are now a "B" or "B+" copywriter, by learning this one unusual secret, you will much more easily move up quickly

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into the rarefied ranks of the "A" or even "A+" writers who command the biggest freelance fees and make fortunes in royalties.

Bullet Formula #17: The "When" bullet

Perfect for when you're promising a benefit at a very specific time. It's great because you're implicitly saying, "Do this at a certain time, and you'll get a guaranteed result." Your prospects will naturally want to know *when* he can get the benefit and *how* he can get it, so intrigue and curiosity are automatically built in.

» When the IRS has to pay <u>you</u> interest! If they miss this deadline by a single day, they're legally obligated to do so. Page 15.

» When it's safe to ignore the April 15th filing deadline. No interest. No penalties. No nasty visits from the Feds. Page 14.

» When cold pizza is the perfect fat-loss breakfast. Page 14.

You can see another example of this bullet and other great ones on Figure 16-3. It's from Rodale's Powerfood Nutrition Plan promotion – a very bullet-heavy control that features many of the techniques you're learning in this chapter!

Bullet Formula #18: The "Quickest, Easiest" Bullet

Here you offer to reveal the quickest or easiest or simplest way to do something, to achieve a beneficial result. It's human nature to want to get something easier, faster and with less effort – especially in today's instant gratification driven society! You can make this bullet work very simply or you can pile on additional possibilities (from the formulas above) for a wonderful one-two punch.

» The easiest way to beat out even the most ferocious competition in your marketplace, even when their marketing is brilliant, their budget huge and their copy is so persuasive, it could have been written by Claude Hopkins himself.

» And finally, the easiest way to be a master of persuasion – the simple, 12 word sentence that will make you one of the most persuasive people on the planet, no matter what field you're in. This is the "master secret" of knowing how to persuade almost anyone to do almost anything.

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Figure 16-3

MISSION POSSIBLE • MISSION POSSIBLE

YOUNGER with the UTRITION PLAN!

THE TRUTH ABOUT CAFFEINE. Is it a high-pep necessity? Or will it do your body more harm than good? See the surprising HEROIN connection to caffeine on **page 27.**

WHEN A CANDY BAR IS GOOD FOR YOU. Discover the healing power of a certain ingredient in some candy—it contains mood-enhancing chemicals. See **page 29** to plan for it in your menu so you can indulge without guilt!

CONQUER DEPRESSION—WITH MEALS! 23 MOOD-BOOSTING foods scientifically proven to stimulate positive feelings. **Page 29**

FIGHT PAIN FAST! This small fruit has super anti-inflammatory properties that take pain away. Perfect for a postworkout snack! **Page 239**

BOOST YOUR HEART HEALTH with these "lucky 7" foods that fight disease. Good fats? Bad fats? See **page 268.**

IS ORGANIC FOOD BETTER? Before you pay higher prices, see **page 264** for detailed advice revealing which foods make a REAL difference.

FEELING SLUGGISH?

The 14-day FULL-POWER meal plan on **page 379** is a 2-week "reinvention" plan designed to help you completely reset your body's internal systems for improved energy and overall performance. "Every aspect of this plan is based on nutritional research that has documented increased physical and mental performance, health, and longevity," says Dr. Kleiner.

CAN BEER MELT FAT?

On a late night with friends, is beer better than wine or whiskey? Conventional wisdom be damned... the truth may surprise you! Page 190

YOURS FREE!

YOUR FREE GIFT #2!

MUSCLE UP FAST!

Is your workout holding you back? When you receive your 32-page FREE BOOKLET, ***The Anabolic Edge, Volume 1,*** turn to page 21. You'll find a 6-part workout routine that's been specifically chosen for its extreme "anabolic boost" effect. It's a plan you can take into any gym, and when combined with the **Powerfood Nutrition Plan,** will get you the hard, lean-muscled body you want.

SEND THE CARD NOW BETWEEN PAGES 14 & 15 FOR YOUR 2 FREE GIFTS!

LET US SEND YOU 2 FREE GIFTS! NO PURCHASE NECESSARY. See page 14 for details.

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» The quickest, easiest ways to find a broker who won't cheat you.

Bullet Formula #19: The "Truth" bullet

Use this one when you want to help your prospect put a controversial or debatable issue to rest. Select pieces of information that appear conflicting or confusing to him. Then offer him a clear solution in the form of the "Truth". People love to read about a controversy or commonly held belief getting demystified. (You can see a great example of this on Figure 16-4. The second bullet on the page begins with "The real cause" – another way to word this same concept. The fourth bullet on the page says, "The truth about fish oil.")

» THE TRUTH ABOUT MUTUAL FUNDS. What your broker doesn't tell you could cost you up to 5% this year.

» THE TRUTH ABOUT TUNA. Is it good for you? Or does it contain harmful metals that can ruin your immune system? See page 70.

» THE TRUTH ABOUT ALCOHOL. Will it interfere with muscle growth? Will it help your heart and circulatory system? See page 274.

Bullet Formula #20: The "Better" Bullet

When there's an assumption that something's good but YOU have something even better – use this bullet! It's a great way to sneak right under your prospect's BS detector and slip in your benefit, build curiosity and create momentum. A possible variation on this same concept is to lead with the word "beyond."

» BETTER THAN THE BENCH PRESS. For a broader, more muscular chest, the uncanny exercise on page 17 works wonders.

» BETTER THAN SQUATS! Try this leg exercise on page 29. It takes less time than squats and will not injure your back!

» BEYOND THE BEDROOM! Other rooms can spice up your sex life. Every home contains sexual secrets waiting to be unlocked … DAY 3 shows you how to make your lovemaking more fun!

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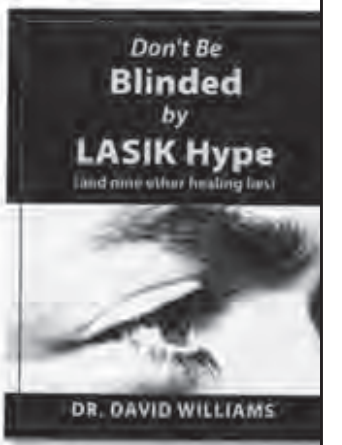
Figure 16-4

sion Advantage

Don't Be Blinded by LASIK Hype (and nine other healing lies)

Natural health is big business—did you know 40 percent of Americans take supplements? But with this growth comes tons of hype. This Report cuts through the hype so you don't get ripped off or put your health at risk. Discover…

- Why the "standard" dosage of **melatonin** could constrict your blood vessels—and a delicious shake that helps improve your sleep and end late-night cravings.
- The real cause of many cases of **depression** (hint: look in your medicine cabinet)—plus a natural supplement proven to work as well as Prozac.
- The hidden risk of **DHEA**. National Cancer Institute study reports women with highest DHEA levels were four times more likely to develop breast cancer.
- The truth about **fish oil**. Why many people fail to get results with fish oil supplements—and the best natural way to get its heart-healthy benefits.
- Don't be blinded by **LASIK** hype! Reports from Canada show up to 60 percent of LASIK patients fail sensitivity tests for night driving—get all the facts.
- And much, much more.



Yours FREE, a $9.95 value

Safe Alternatives to an Aspirin-a-day

Aspirin has been touted as a way to prevent everything from heart attacks to colon cancer, but you haven't been told the whole truth. More and more research suggests that aspirin can actually *increase* the risk of heart attack and stroke in as much as 40 percent of the population. What are your alternatives? How about…

- **A tropical enzyme that decreases stickiness of your blood** platelets and improves blood flow without dangerous side effects.
- **A powerful fruit-based powder that frees up clogged arteries,** safely and naturally. Gets to the root of the problem.
- **A simple, aspirin-free way to protect your heart and your eyes** from damaging free radicals. It's delicious, too.
- **A spicy solution** for preventing aspirin-related bleeding in the stomach. A few drops will do the trick!
- Plus much, much more.

Yours FREE, a $9.95 value

$10 $10

Vision Advantage Super Savings

$10 Savings Certificate

Good for any future purchase of *Vision Advantage*
Expires December 31, 2006

This is a non-redeemable sample coupon.
Real coupon comes with your six-month order of Vision Advantage.

SAMPLE

$10 $10

Call toll-free 1-800-888-1415 today

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Bullet Formula #21: The "Single" Bullet

This type of bullet is best used when you have a piece of information or benefit that exceeds all others. And you have proof. It's effective because you're promising something that stands head and shoulders above anything else being offered. You're promising to cut *directly* to the most powerful and often *exclusive* possibility. Provided the benefit is strong and credibility is there – who wouldn't want that?

» The single most important sentence you will ever read about how to create powerful marketing. It contains just nine words, and they will forever change your approach to marketing.

» The single most important nutrient you'll ever need for heart health. It's not expensive – but there are at least 7 different forms of it and only ONE works. To find out which one, see page 23.

» The single most explosive investment in this coming crash. It takes advantage of my three proven growth factors and is still available dirt-cheap. But it won't stay that way for long!

Now that you have this army of hot new formulas … USE THEM. Whenever you're creating bullets/fascinations for your promotions, attack each piece of information from at least 2-3 different angles using the formulas that fit best. You'll be shocked at how much better they come out and how much more variety you have in your final draft!

The 3-Step "Makepeace Makeover" that Supercharges ANY Bullet in a Matter of Minutes

There's really no excuse for writing poor bullets. You just need to get clear on the critical elements that make a good one, and then be sure you include each element into your writing.

This is a process you'll need to practice. Let's try it – taking a weak bullet and give it a quick Makepeace-Makeover!

Often, especially in "institutional" advertising, you'll see dreadfully flat bullet/fascinations like:

» How to profit from stocks in 2006 …

This bullet obviously sucks. It's flat … it builds no intrigue or curiosity … it lacks specificity – really the only positive is that it offers a benefit: profit.

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But even then, the lack of specificity makes the benefit appear common and less believable. After all, you've probably been exposed to hundreds (if not thousands) of opportunities to make money or "profit" … and almost none of them work.

On the other hand, if you said:

» How to make 307% profit from gold stocks in 2006 …

Now that's a different story! Specificity is the key ingredient in bullet writing. The 307% implies you've done some sort of research or analysis, that you're not just pulling this idea out of you-know-where. And the "gold stocks" provides a more specific *mechanism* for achieving these kinds of profits.

Revealing the *mechanism* your prospect will use to achieve the claim is HUGE in today's saturated markets. You probably remember the term '*mechanism'* from Chapter 5 on Proof and Credibility – it's the means, method or system your prospect will use to achieve the benefit. Some examples are: a proprietary investment system, certain nutrient(s) in a weight-loss pill, new advances in technology, etc.

Showing your prospect that you have a unique mechanism helps differentiate your claim from others making similar ones. You have a new way to get him what he wants. And this gives you a better chance at having readers at least *consider* your claim. They're more open to believing it.

OK – back to our example. Our bullet is decent at this point but it could still be better. There's a benefit, some intrigue – your prospect wants to profit and he's probably curious about how he could profit 307% from gold stocks. But then again – he's busy and he's probably reading many other similar claims from other investment newsletters and headlines. Something more is needed.

So let's add a tad bit more intrigue and credibility, let's make him VERY SURE that this is a *real* opportunity. Now what if we said:

» How to exploit Warren Buffet's "Bull Market X-Factor" and make 307% profits on gold stocks in the next 60 days …

WOW! Now we've got something here. Your prospect is being offered: (a) the benefit of making a profit, (b) the intrigue/curiosity of how he can do it using Warren Buffet's "Bull Market X-Factor" and (c) the credibility that he'll make precisely 307% on gold stocks, using a very specific strategy. And he'll do it within the next 60 days!

This is a very good bullet and yet still fairly short. We could have created

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something longer but this one was already packed with plenty of great information. (For some examples of longer bullets that work very well, see Figure 16-5. It's from the *Real Health* promotion that has been mailing for years.)

Ultimately remember that it's not about how big or complex your bullets are – it's about how *believably* they seduce and build DESIRE. That's all that matters!

Clayton's Personal Practice for Creating Killer Bullets and Fascinations

Clayton often looks for a series of benefits, steps in a procedure or other copy points that he can group using bullets, numbers, letters, etc. He's looking to add clarity and impact.

And his promotions – because he promotes investment newsletters and supplements much more often than books – will often contain fewer bullets/fascinations than a package for Boardroom or Rodale. When he does create bullets/fascinations, it's typically to sell the premiums, for some of the sidebars … others are used in the deck copy and the back cover.

To begin, Clayton goes through the research, the premiums, the rough draft and then creates many more bullets/fascinations than he'll need in the final draft. Next he carefully selects the best possibilities for each section – and then edits them according to the process we just went through above. He makes sure they have gut-level, greed-tickling impact.

Finally, Clayton often takes his BEST bullets and fascinations and puts them in the most important places: the front and back cover. Once he's expanded upon the headline, he'll often jump right into a series of bullets that bribe the prospect into reading the report or publication. Then the back cover will also be packed with 5-10 teaser bullets that compel the prospect to open up and find out the answers inside.

For example, look at Figure 16-6 and Figure 16-7. On Figure 16-6, you'll see very powerful bullets used as the deck copy (beginning with "4 bald-faced lies"). Then on Figure 16-7, four killer bullets suck you into opening up the report. Both are perfect examples of Clayton's bullet principles.

How to write world-class bullets when you've got no mystery or secret

Also, because Clayton works heavily in the supplement field, he'll often have to create pure benefit sequences of bullets (where he's not hiding intriguing or fascinating info).

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Figure 16-5

Low levels can lower your sex drive, drop your sperm count and even make you lose your appetite for food. Shouldn't you be supplementing?

■ **HALVE YOUR HEART ATTACK RISK** with the very same nutrient shown to prevent prostate, lung and stomach cancer. Now in easy-to-take capsules.

FREE Bonus! VOLUME #3

EAT LIKE A HUMAN NOT LIKE A BIRD:
Shed 14 Pounds of Fat in 2 Weeks

■ **HERE'S THE QUICKEST, EASIEST, HEALTHIEST WAY** to lose a "spare tire" or thin down your thighs without really trying. In 2 weeks, you could shed up to 14 pounds of fat, while keeping every single ounce of muscle and tone.

■ **IF YOU DON'T WANT TO LOOK LIKE A COW,** don't eat like one. Cattle ranchers feed their stock a steady diet of grain and vegetable matter to *fatten them up for the kill*. Yet when they tried including fatty foods like coconut oil, the cattle *lost weight*. See a lesson here?

■ **DON'T EVEN DREAM OF GIVING UP** the rich, meaty foods you can't help loving. In fact, I encourage you to dine on generous portions of steak, eggs, prime rib, lobster, chicken wings (with the skin!)

■ **ESPECIALLY FOR THE REAL PEOPLE** who read Dr. Douglass' Real Health Breakthroughs, this program requires no calorie counting or fat counting. In fact, you can enjoy all the protein and fat you want and turn your body into a fat burning machine.

■ **AND IS IT EVER HEART-HEALTHY!** Studies have shown that a plan like this can also help heart patients achieve healthier blood cholesterol levels than people on the most restrictive, low-fat diets.

FREE Bonus! VOLUME #4

SIX DAYS TO MAXIMUM SEX:
New Secrets to Boost Male Potency, Intensify Female Orgasms and Multiply Mutual Pleasure

■ **DON'T PUT UP WITH "MALE MENOPAUSE."** It's triggered by ebbing testosterone levels and it could kill you. Erectile problems are just an early symptom. Next come depression, heart disease and early death. Learn how to safely reverse it and feel like a man again fast.

■ **AND DON'T LET FEMALE MENOPAUSE** put the brakes on your sexual pleasure. Estrogen and progesterone are just *two* of the sex hormones healthy women need. Learn why women also produce *testosterone*, how it's key to a woman's sexual responsiveness, and how balanced, *natural hormone therapy* can help!

■ **BOOST TESTOSTERONE LEVELS** back to normal in days. By the time the average man hits 70, his levels drop 30%. But one nonprescription pill has been shown to raise these levels by 30%, in just 5 days. Doctors found no adverse side effects. Where to call...

■ **MAKES ERECTIONS FOUR TIMES BETTER.** An herbal breakthrough hardly anyone's heard of yet. The scientific journal *Urology* reports it increases erections anywhere from 290% to a whopping 400%. We'll give you the 800 number to call...

■ **ULTIMATE APHRODISIAC GUIDE.** Let our experts brief you on more astonishing, cutting-edge discoveries for *both men and women*. More than one can strengthen the heart and increase your stamina too.

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Figure 16-6

MARTIN D. WEISS, Ph.D. — the man who warned you about last year's CORPORATE EARNINGS LIES and BROKERAGE OUTRAGES *months* ahead of time — reveals ...

Washington's Dirtiest Secret:

$1.4 Trillion Deficit Debacle Will Smash Stocks in 2004!

Washington's true deficit is *FOUR TIMES HIGHER* than the government admits — and it's already driving long-term interest rates up, up, UP!

Now, the handwriting is on the wall: Soaring interest rates will CRUSH the recovery ... SHATTER the stock market ... CRIPPLE the bond market ... and RUIN millions of unsuspecting investors!

MARTIN D. WEISS, Ph.D., recently awarded a **#1 RATING BY MARK HULBERT OF CBS MARKETWATCH** and the **ONLY** analyst to:

- → Forecast the great **TECH WRECK SIX MONTHS** in advance ...
- → Warn that **EARNINGS SCANDALS** would smash stocks in 2001 — **EIGHT MONTHS** in advance ...
- → Caution that **BROKERAGE SCANDALS** would hammer stocks **FOUR MONTHS** in advance.

Inside:

What the Republicans ... the Democrats ... and the BUREAUCRATS Don't Want You To Know:

- **4 baldfaced federal lies now threaten to demolish what's left of your income, your investments, your retirement and your financial security ...**
- **What you MUST do within the next 14 days to protect your nest egg ...**
- **Hand picked investments that can make you up to FOUR TIMES RICHER as Washington's lies are exposed!**

Washington and Wall Street are now trying to set you up for the most callous fleecing of individual investors EVER.

Specifically, U.S. government bureaucrats have launched a campaign of disinformation designed to pull a wool over your eyes ... to convince you that the U.S. economy is strong and improving ... to push stock prices higher ... and to push you back into the arms of the very brokers who ripped your portfolio to shreds in 2001 and 2002:

Key economic data issued by Washington is being carefully massaged to trick you into believing the economy is much, MUCH stronger than it really is.

Why? Because Washington knows that what I've been telling you is absolutely true: The U.S. economy is in far worse shape than most investors imagine.

The politicians and bureaucrats see the same disturbing data I see: Massive corporate and personal debt that still need to be flushed out of the system ... the threat of higher interest rates on bonds and mortgages ... horrendous potential losses and risks at major U.S. banks ... a real estate boom getting ready to go bust ... and much more.

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Figure 16-7

The most dangerous accounting scam EVER:

The Great Investor SWINDLE Of 2004

Protect your wealth before it's too late – and pile up as much as 4-to-1 profits as this startling story hits the headlines!

It's 100 times more hazardous to your wealth than the Enron, Worldcom and Tyco earnings scandals that hammered stocks last year! PLUS urgent steps you MUST take NOW to protect yourself and profit! ***Page 3, INSIDE!***

ALSO INSIDE:

Beware of BEAR MARKET RALLIES!
Six powerful reasons why ALL stock market rallies will continue being doomed to failure in 2004. ***Page 4, INSIDE!***

CAUTION: Washington and Wall Street are conspiring to HOODWINK YOU!
They only want you to THINK that they've cleaned up Wall Street. Discover the shocking TRUTH that can protect you from being fleeced again! ***Page 6, INSIDE!***

How to know when the bear market is TRULY ENDING!
The startling answer to your most pressing investment question. ***Page 12, INSIDE!***

Contrarian Investments that SOAR as much as 307% in this bear market!
How you can insulate your wealth and earn quadruple-your-money profits in 2004. ***Page 9, INSIDE!***

MUCH MORE INSIDE!

Mark Hulbert/*CBS MarketWatch Hulbert Financial Digest* Rated *SAFE MONEY REPORT* the #1 Top Performing Investment Newsletter for the period March 2002 – February 2003!

Martin D. Weiss, Ph.D.
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Here are some pure benefit bullets from a health promotion he wrote:

» The brain cells that control learning, reasoning, memory and coordination are being rejuvenated and sparking to life again …

» Nerve endings, once deadened, are now being revived and electrified. Creaky, inflamed, painful joints are being soothed, renewed and rendered pain-free …

» Entire organs – from his eyes and ears … to his heart, lungs and liver … to his stomach, pancreas and intestines – and even his sexual organs – are being revitalized and are returning to their normal functions …

The trick with these kinds of bullets is to make them as readable and interesting as possible. It's more difficult to create curiosity and intrigue because they're not "blind," promising elusive information. But you can at least make sure the benefit is (a) clear, (b) something desired by your prospect and (c) that you use strong verb choices like he did (deadened, rejuvenated, sparking, revived, electrified, renewed, revitalized).

Also, as you see on Figure 16-8, these pure benefit bullets can also be used to enhance your guarantee presentation. At the bottom of the page, there are six bullets beginning with, "Avoid any brewing disasters …" that make the benefits clear and compelling.

… Or another strategy he uses is to present horrifying alternatives:

» **Ages your eyes:** Free radicals have been shown to damage your chromosomes and block the enzymes needed to repair your DNA.

» **Taxes your brain:** Research from the *New England Journal of Medicine* shows that the more free radical hits your brain is exposed to, the slower the response in nerve synapse communication. Which means these little "bad guys" could be hacking away at your brain-speed and intelligence at this very moment!

How to Create a "Theme" for Your Bullets That Maximizes Their Impact!

Other times, Clayton will billboard benefits, meaning he'll create a tightly connected group and put them on the cover of the promotion. The advantage of "theming" your bullets like this is that you can hit a certain topic from a variety of angles. Your prospect will get the feeling that you're thorough and that he'll be getting a comprehensive exposé that'll change his life!

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Figure 16-8

BONUS GIFT NO. 8

Build A Million-Dollar Nest Egg For Retirement!

You'll discover:

- **8 most dangerous retirement blunders to avoid:** Millions make these common mistakes – and are sentenced to poverty in retirement. Avoiding them is your first step to the rich, rewarding retirement you deserve!
- **Little-known IRA loophole:** Think you're limited to a $4,000 contribution? Think again! This loophole in the law could let you sock away thousands more!
- **Save TEN TIMES MORE than IRAs let you – TAX-FREE!** This often-overlooked, IRS-sanctioned retirement account lets you save $41,000 for retirement every year, TAX-FREE!

- **Annuities nobody should ever buy – but millions do.** Plus, 4 more investments that can poison your retirement – and 9 that can give you the secure, comfortable retirement you deserve!
- **Hidden risks in U.S. government treasuries:** Think they're risk-free? Absolutely NOT! If you need to sell before maturity, you could get soaked! Crucial intelligence for world-wise investors!
- **How to build the perfect retirement portfolio:** Tips, tricks and techniques to ensure that your nest egg gives you the mix of income and capital growth that's right for you.
- **The world's 7 most powerful retirement repair investments:** Often-overlooked investments with the power to repair your nest egg and get you on the fast track to a rich retirement!
- **And much, MUCH MORE!**

Send for your FREE copy today!

A $49 Value, FREE!

The operator will automatically give you our lowest price: Just $49 for the year — over half off the regular $99 subscription fee. And she'll rush your 5 FREE gifts and the first of your issues of YOUR MONEY *Report* to you. Then take all the time you want — up to a full year — to put all these money-making, money-saving secrets to work for you!

In the next 12 months, YOUR MONEY *Report* will be on the job — doing everything possible to help you ...

- Avoid any brewing disasters at your bank and insurance company.
- Sidestep scams and rip-offs that cost most Americans hundreds, if not thousands of dollars a year.
- Add new income streams worth tens of thousands of dollars a year each.
- Cut your monthly cost of living — pay far less for your mortgage, your life, health and casualty insurance, your utilities, your car payments — everything you *have* to pay for.
- Save money on virtually everything you *want* to buy — enrich your life with not-so-little luxuries you only *think* you can't afford: A new home, car, or boat, a once-in-a-lifetime vacation, gifts for the family, whatever your heart desires.
- And much, MUCH more.

When you sit down and add up all the money YOUR MONEY *Report made* you PLUS how much it *saved* you, you must be convinced that it has saved you — or made you many times its low cost.

If not, just let me know — and I'll write *you* a check: A full refund of every penny you paid for your subscription!

And your guarantee doesn't stop there: Even after your first year, you must continue to be delighted with the money-making, money-saving advice YOUR MONEY *Report* is giving you. Otherwise, cancel anytime for a full refund on the unused portion of your subscription.

And no matter what, your FREE copies of *Rake In Real Estate MILLIONS ... Tell Your Boss. "Take This Job And SHOVE It!" ... Precious Metals WINDFALL 2005-2006. ... Build Your Own ANTIQUES Empire* and *Turn Your Hobby into a Spectacular Profit Center* ... are yours to keep!

Want an even better deal?

Good for you! Go to the head of the class. You're definitely YOUR MONEY *Report* material! Your reward: A second year at our best price ever!

Since one year of YOUR MONEY *Report* is $49, you'd expect two years to be double that. But, to make trying YOUR MONEY *Report* irresistible for you, I'm slashing our two-year price to just $79!

For just thirty additional dollars, you get a full second full year of the money-making, money-saving secrets that only YOUR MONEY *Report* can bring you. That's just 10 cents a day: The kind of change you have laying around in your car's ashtray and beneath the cushions on the family sofa!

And get this: Not only will you get your FREE copies of *Rake In Real Estate MILLIONS ... Tell Your Boss.*

For more info, Dial TOLL-FREE 1-800-393-0189

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The fascinations below are from a promotion for *Your Money Report*:

» **Great Real Estate Investments At A DISCOUNT!** Think rising mortgage rates mean you've missed your opportunity to get rich with real estate? THINK AGAIN! Why you're about to have a second chance to become a real estate millionaire: *page 5*

» **8 Deadly Real Estate Traps: Avoid These Profit-Killers** At All Costs! The size of your monthly payment can make the difference between a profitable real estate investment and a costly one. Here are 8 pitfalls to avoid when shopping for your next mortgage! *Page 6*

» **Thinking About Becoming A Landlord?** Get ready to raise the rent! The secret reason why landlords are about to get a LOT richer … *Page 7*

Other times, he'll even create a label. This series, "7 Guilty Secrets Drug Companies Do NOT Want You To Know" was also touted on the cover of the piece as a reason to read it:

FACT #1: Drug Companies Kill Tens of Thousands Each Year: Many of today's most-often prescribed medications are not only useless, but extremely dangerous – crippling and killing as many Americans each year as died in the 18 years of the Vietnam war.

FACT #2: They Do It *Knowingly* – For Money: The ultra-rich U.S. drug industry – the single most profitable businesses in America – is guilty of using bogus research, distorted reporting, and bald-faced lies to push deadly and ineffective drugs onto unsuspecting doctors and patients.

Let's Strip Down Some Examples to the Bare Essentials

In this section we're going to take bullets from some of the best writers in the business and reveal exactly what makes them tick. You'll see how they harness the secrets revealed in this chapter for maximum response.

These are from Gary Bencivenga's promotion for his retirement seminar that he held last year and if you're not on his list *(www.bencivengabullets.com)* – you need to jump onto that site and sign up ASAP. Each bullet is a picture-perfect example of everything you've learned. Here they are:

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» The easiest way to control the process of persuasion rather than merely guess at it. You'll learn that persuasion, like music, comes down to a few simple notes. Master them, and you can play an infinite variety of melodies that are music to your prospects' ears.

Right off the bat, you see that this is an example of Bullet Formula #18, the "Quickest, Easiest" bullet. It offers a direct benefit – you'll learn how to consciously control persuasion and how to do it easily. This benefit is actually targeted at the more sophisticated writer (ideal prospects for Gary's $5,000 seminar) and it works because although writers at this level understand persuasion, they desperately want to have greater control over the process (just like he does!).

Next, he creates an analogy with music to make you believe that the process can be simplified. Surprisingly, this is actually the credibility component of the bullet because it gets you to believe that – just like a few simple notes of music – this secret will get you to the heart of persuasion and do it more automatically, with less effort.

And lastly, he deepens the benefit by adding the idea that once you "get" this persuasion secret, you'll be able to successfully use it in a wide variety of situations. Notice the colloquial expression, "music to my ears" is adapted to this benefit as "music to your prospect's ears." Colloquial expressions like this are *extremely* effective in bullets because they say more – often MUCH MORE – with fewer words.

» You will create intense desire for your new product and yours alone. In other words, once you introduce your product this way, your market will never again be satisfied with your competitors' products. Buyers will seek your product out specifically, demanding exactly the unique features you described in your advertising.

This bullet is actually part of a continuous sequence, all based on a single secret for launching new products successfully. That's another smart way to use your bullets – which Clayton does all the time and we briefly touched upon earlier in this chapter. Most of the time, you'll see bullets that are based on a wide range of information and seem to be put together with no particular order or pattern. There are LOTS of situations where that works fine.

But other times, it's even more effective to have sections of bullets where each new one feeds off the previous

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one. Your benefit from the bullets being tightly and sequentially connected. That's what's done in this promotion and it's often a life-saver because it means you don't have to accomplish as much in any one bullet. You just introduce benefits and then explain a little about why it works. As you can see in this example, there's not always a need for an extreme level of specificity or proof. And that's OK – as long as you can accomplish that in other bullets from the same section.

» How to use a simple punctuation mark to boost your response by 50% or more. No, it's not an exclamation mark (they often decrease response, because they smell like hype).

While this is obviously a "How to" bullet, Formula #1 – it's actually also a subtle combination, using another formula (the "Right/Wrong" bullet). And it harnesses powerful psychology because he *knows* most readers will assume he's talking about an exclamation mark. But that's WRONG! And because the prospect's natural assumption has just been shredded to pieces, he's baffled and now wants to know the answer even more!

This creates wonderfully interactive reading if you're a prospect: you're told about an exciting benefit … you're teased by the hidden information … you think you know what the answer is … but then what you think is ruled out … and you end up *really* wanting to know what in God's name he's talking about! It engages you and builds desire – the more often you do this to a prospect in the course of a promotion, the more likely he'll become a buyer.

Sex Sells .. and Sexual Bullets Sell Even Better!

These are bullets from a very edgy promotion – one written by copy legend John Carlton (Special thanks to John for letting us use these bullets and others earlier on). Bullets and fascinations make up about 80% of this eight-page letter. And even though it was a fight to get it approved, it *creamed* the previous control and mailed profitably for over five years! These are some of the best examples you'll EVER see:

» … Plus … how to replenish (and manage) a steady new flow of fresh, youthful testosterone … allowing you to finally experience more frequent, more intense, and more pleasurable orgasms!

This "Plus" and "How to" combination bullet works so well because its benefit is *perfectly* targeted. Every guy wants to be able to replenish his "youthful" testosterone and you better believe

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that EVERY guy wants to experience "more frequent, more intense, and more pleasurable orgasms!" The fact that it hits home so precisely with what guys want allows him to leave out the typical level of proof and specificity you'd need. As long as you make most of your bullets specific and credible, big promise bullets like this – ones that hit your prospect's emotional nail on the head – can work wonders for your copy.

» The "Pre-Coital Secret" (only recently made public by a famous female sex therapist) that breaks the code on giving any woman an explosive orgasm … every time you make love! Page 114.

This is a "Gimmick" and "Secret" bullet and if you're a guy, it's hard not to have desired flamed when you read this. Again, what guy wouldn't want to know this mysterious and very *specific* secret – credibly "made public" by a famous female sex therapist? One that allows him to give women explosive orgasms, every time! It's a slam-dunk, no-brainer.

» The seven most effective ways to seduce the woman of your dreams – compiled by a rare study of women themselves! (Plus – the SINGLE most important thing you can do to win her love forever … and the worst sin you could ever commit – an unforgivable act that can destroy your love life!) See page 161.

Yet another bullet that has it all. You get seven ways (the "Number" bullet) to seduce the woman of your dreams. Again, do you see how he has the ability to laser-in on the EXACT benefit his prospects are looking for? It's uncanny and a big reason why these bullets are so hot.

The proof/credibility is the fact that these seven ways have been compiled by WOMEN themselves in a rare study. Then it adds a "Single Most" bullet that'll reveal what can cause a man to win or lose her love forever. And finally there's the threat of committing an unforgivable sin that destroys your love life – what you RISK by not seeking out the answer in this book. WOW. That's a LOT to accomplish in just a few sentences.

» The 10 "Come Hither" Sexual Signals given by women that most men miss entirely! These are the ultimate secrets of meeting women – finally revealed by women themselves and supported by 20 years of scientific research!

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Are you starting to see how – once you master the formulas in this chapter – you can begin combining them to hit your prospect's hot buttons from every possible direction? This bullet combines the "Number" formula (10 signals), the "Gimmick" formula ("Come Hither") and mixes in the "secrets" element as well. Plus, it's not just some writer saying this – these secrets have been compiled *by women* and are supported by 20 years of scientific research!

It's clear why this promotion worked so well. Imagine, as a guy, reading through pages and pages of killer bullets like this … with each and every one hitting a red-hot desire button with sniper-like accuracy. It's almost impossible to not mail in the postage-paid free-trial card and see what answers lie inside.

Bullets that Helped Quickly Build a Direct Response Giant

Before we conclude, let's quickly break down a few of the fascinations from the famous, *"What Never to Eat on an Airplane"* piece because they played a huge role in building Boardroom up to the direct mail Titan it is today. Here they are:

» Ever been abused by an uncivil servant … humiliated by some self-important official … or given the runaround by a large corporation? Here's how to write a simple letter that creates instant havoc … gets financial satisfaction … and gives you sweet revenge.

This "Specific Question" bullet electrifies prospects' emotional hot buttons – specifically the negative ones everyone so desperately wants to relieve. The promise of being able to create "havoc" for these jerks that rip the prospect off and humiliate him is incredibly appealing. It gives him "sweet revenge." Always look for emotional goldmines like this when crafting bullets of your own.

» The 20 safest banks in the U.S. – and the lemons, which spend their time lending to third world deadbeats … and real estate hucksters.

Not only does this bullet offer extremely practical information (Who doesn't use a bank? And who doesn't want a "safe" bank?), it also promises to reveal scandalous information about banks who lend to "deadbeats" and "hucksters." This is shocking, intriguing, and it's also very helpful to know.

» What you don't have to tell an IRS auditor – and how to prevent a "fishing expedition" through your records.

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We all do taxes every year and almost everybody worries a little about the nightmare of getting audited. So the promise of what you don't have to tell an auditor – one that can prevent a "fishing expedition" through your records – is more appealing than we realize at first glance.

Overall, these bullets aren't terribly complex or sexy. But they're ultra-practical and slowly-but-surely they build on each other, working up desire in the prospect until he realizes that sending for a free-trial of *Bottom Line Personal* is well worth a shot.

Now that You've Got the Secrets, USE Them to Drive Your Response to the Moon!

First off, WE URGE you to create your own bullet/fascination archive and add to it whenever you see a great example. This will make you a fantastic copywriter and you'll quickly find yourself creating A+ bullets each time you pick up your pen!

When it comes time to begin crafting your bullets, open up to this Chapter so that you have each of the formulas handy. Depending on the format of your promotion, you'll want to go through your research, your benefits, and your logical "A-B-C" argument – and begin crafting bullets that you can insert into it.

When working with the formulas, you'll usually find that 2-3 will fit well with each piece of information you're basing your bullet on. Simply create a bullet with each formula and move on.

Once you've created more bullets than you could ever use, scan through and pick out the most powerfully intriguing ones you can find. Keep selecting until you have the right number you need and strategically arrange and place them throughout your copy.

Follow the guidelines in this chapter … practice, practice, PRACTICE … and you'll become a killer bullet writer in no time!

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16

Bullets

Bullets are a big part of winning copy. You can use them at the very beginning, in your body copy, your back cover – anywhere they apply!

And the beauty is, great bullets keep the prospect reading, which ultimately leads to the sale. Having an army of killer bullets at your disposal gives you many more opportunities to intensify your prospect's desire – and galvanize him into ordering.

Remember, if you're promoting an information product – you're going to need quite a few blind bullets to help flesh out much of your body copy. Study some of the examples provided in this chapter on bullets – or re-review your swipe file to see how many bullets are directly used in an info-product promotion. We'll cover this much more in a later chapter.

But for now work on creating seven times more bullets than you feel you'll need – simply by applying these powerful Bullet Formulas:

1. The "How to" bullet.
2. The "Secret to" bullet.
3. The "Why" bullet.
4. The "What" bullet.

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5. The "What NEVER" bullet.
6. The "PLUS" bullet.
7. The "Number" bullet.
8. The "Right … WRONG!" bullet.
9. The "WARNING" bullet.
10. The "Are you …?" bullet.
11. The "Gimmick" bullet.
12. The "Sneaky" bullet.
13. The "Statement of Interest + Benefit" bullet.
14. The "Direct Benefit" bullet.
15. The "Specific Question" bullet.
16. The "If … Then" bullet.
17. The "When" bullet.
18. The "Quickest, Easiest" bullet.
19. The "Truth" bullet.
20. The "Better" bullet.
21. The "Single" bullet.

Use the "Makepeace Makeover" to super-charge your bullets:

1. Get specific about the Benefits.
2. Add Credibility such as revealing the mechanism.
3. Create Urgency.

Review your bullets:

1. Are they readable and interesting/sexy?
2. Are the Benefits clear? Desired by the prospect?

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3. Do they have a strong verb like renewed, revived, rejuvenated, etc …?

Now your job is to insert your bullets into key places in your body copy. Again, if you're writing copy for an information product – your argument and body copy are going to lead into sections where you present nothing but bullets. And then you move on to the next point.

Other times, you may want to insert bullets into the body copy that's selling your premiums. You have multiple options.

The point is that your bullets play a very important role in your body copy – especially if you're selling information products. (We'll cover this process even more in Chapter 22.) We recommend you closely examine the examples as well as promotions contained in your swipe file. Notice where and how bullets are used throughout the body copy. The more you can see what top writers are doing, the better you'll be able to duplicate their success in your own promotions!

With your body copy well written and high in momentum, you're in position to begin finishing it off. In other words, you've got to close out your promotion and get him to place his order! You'll learn exactly how to do that in our next chapter.

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Quick-Start Copywriting System

17

Closing Copy – How to Seal the Deal

In this Chapter …

- Why – if you don't close your copy effectively – all the hard work you've done will be utterly wasted …

- The six most crucial elements you MUST include in your closing copy (leave just one of them out, and you could cut the power of your close by as much as 50%) …

- Seven "never fail" closing themes that dramatically enhance your final push for the sale. PLUS, they fit just about any promotion you'll ever have to write …

- And much, much more!

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This chapter may well prove to be a lifesaver for you and the most profitable reading you do all year.

Why? Because in the next few pages, we'll show you:

1. Exactly why Gary Bencivenga once paid Clayton the highest compliment you can ever pay a copywriter when he called him a "Master Closer in Print."
2. The six foundational elements Clayton uses in each and every close – things you MUST do before the phone rings or the check gets mailed …
3. Seven "Never-fail" closing themes that can be adapted to ANY promotion for blockbuster success …
4. The step-by-step process YOU can use quickly to become a "Master Closer in Print" and send your response to the moon, on each and every promotion from this day forward …

We don't have to tell you how valuable this stuff is. You know that without the close you have *nothing*. Everything up to that point is just foreplay … the close is what seals the deal.

So fasten your seatbelts my business-building friend … because you're about to get a PhD. in the fine art of closing the sale!

Everything You Need to Accomplish in a Great Close

One of Clayton's secrets for a powerful closing – ending his promotions in a way that make a powerful push for the sale – is to use a *very* specific procedure every time. We'll give you his most in-depth version here – the same one he uses in 20+ page self-mailers.

In our opinion – and after conferring with several of the country's top writers – the close begins right at the point (in the running text) where you start asking for action. You can recognize it pretty easily – there's a shift from selling the product/benefits … to selling the action you want your prospect to take. It's often right before you present the details of the offer. And you'll see the close as ending when the very last P.S. is done and the offer/order form pages show up.

This section will provide just a quick summary of each step in the close. At this point, you'll probably think that you've heard them all before. But as you'll see in the longer explanations, Clayton handles (and teaches his protégés) powerfully unique ways to maximize the impact of each one.

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The six elements Clayton includes in EVERY major sales piece he writes are below:

1. **Repeat your main benefits.** This is an absolute "must" and doing it the wrong way will bore the hell out of your prospect. Here's how to do it in the most persuasive way possible.
2. Present your guarantee. Sure you've heard of guarantees. Our entire next chapter will cover them. You've probably even written your fair share. But crafting a risk-relieving, confidence-building guarantee that INSPIRES him to order fearlessly is a key part of any close – and you must understand how the two fit together …
3. Ask for the sale. This is the real essence of the close because it drives him to act and act NOW. It creates the urgency and the "push" needed to overcome your prospect's natural human inertia.
4. Tell them ***specifically*** what to do. Here's how to give your prospect the specific action he or she needs to take to complete the order. And how to make it *compelling*.
5. Include a powerful P.S. The P.S. is one of the most often read parts of your entire package, and there are at least 6 ways to make it sell like crazy.
6. **Use sidebars to enhance the** close. Effectively used sidebars can be a powerful aid to the closing process, as you'll soon see.

Perfect these six elements and you too will become a "Master Closer in Print" … capable of converting words into dollars, with *millions* of prospects at a time!

How to Repeat **Your Main Benefits** for Maximum Impact

Let's tackle this one first. It's the very first part of the close – where Clayton details everything his prospect will be getting when he sends for his FREE reports and risk-free trial of the product. He'll typically serve this up in a series of lengthy bullets, beginning with the phrase "You get."

Why does Clayton so often use the phrase, "You get?" It's a powerful way to word this section because – as you probably know – "YOU" is the most powerful word in the English language. And "get," at least in this sense, may easily be the second most powerful!

So by attaching the phrase "You get" to the beginning of every single major benefit you list in the close works

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magically – it seductively tickles your prospect's greed gland. And this greed gets him ready for the call to action. The fact that he keeps seeing "You get" … "You get" … "You get" … over and over again along with strong "reasons why" the product will change his life is subliminally powerful. It builds and reinforces desire on a subconscious level.

A lot of writers don't put much energy into their benefit summary … but it makes so much sense to! At this point, you've done SO MUCH WORK: You've grabbed your prospect's attention with a wonderful headline and deck copy … you've got him nodding his head in agreement … you've intrigued him enough to work his way through the body copy … you've stimulated his emotions about the subject and connected each benefit to those emotions … you've done all this and more.

Don't for a minute assume that he's going to remember every single core benefit you've promised over the course of a 16 … 20 … or 24-page letter! Long copy takes a while to read, even in one sitting.

In fact, it's a slam dunk that he's going to forget big chunks of your copy during the reading process. Which is why summarizing all of your benefits in an exciting, bullet-point style – with the words "You get" beginning each one – is a sure-fire way to remind him of all the amazing stuff he's about to receive. Plus, this keeps your main benefits at the forefront of his mind – where they MUST be – if he's going to be proactive enough to immediately whip out his wallet.

Once your benefits are clearly and firmly entrenched in his brain, you can proceed to the next closing element …

The Nuts and Bolts of a Killer Guarantee

In an optimum closing sequence, you'll also introduce your guarantee.

You see, after you've listed everything your prospect will get, he's naturally going to feel some resistance. It's time for him to make a decision about whether to cough up money – something that isn't always easy. *But here comes your guarantee to the rescue!* It not only relieves his risk, as many marketers teach … it's a bold expression of YOUR CONFIDENCE in the product.

Plus, there's an often overlooked assumption inside the mind of every prospect that sees a guarantee. One that Clayton's seen hold true ever since he began in this business. The assumption is simply this: *the stronger the guarantee, the stronger the company, the stronger the product!*

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As we'll learn more thoroughly in our next chapter, your guarantee has selling power because it's really about how willing you are to back up what you say. It reflects your (or your client's) conviction that the product WORKS. Remember – your job as a marketer, copywriter or salesperson is to *transfer that conviction* to your prospect, so he feels confident enough to make the purchase. Anybody can make promises, but it takes the ultimate credibility to put real money on the line and back up everything you say 110%.

For a simple, yet powerful example of a guarantee used in closing copy, see Figure 17-1. It's a control from Phillips on oil investing and it does a good job of gaining the prospect's confidence.

Just like this example, Clayton and other A-list writers push clients to take their guarantees *as far as they possibly can*. And he writes his guarantee copy in a way that essentially says, "Hey, I believe SO STRONGLY that you'll receive X, Y, Z benefits – that I'm willing to put my butt on the line. If this product doesn't make you or save you (a very specific amount) … or deliver a very powerful, NOTICEABLE benefit – then you'll receive a 100% refund, no questions asked. And the $1,000 worth of bonuses are yours to keep, no matter what happens."

The Secret to Pushing for the Sale

A "Master Closer" knows how to make the purchase decision a very powerful impulse for his prospect. Because you want him to do it NOW and not to think about it or put it off, to be forgotten about later. Once he puts your copy down, you're toast.

And the first secret to a successful push? REPETITION! People are often amazed how often Clayton asks for the order, but that's what great closers do. Human beings have a natural tendency for inertia – it's almost like laziness is hard-wired into our DNA. This means that it takes a *strong* push (not aggressive, however!) to get somebody to whip out their wallet and fork over their hard-earned dollars. Especially for something they don't need.

That's where repetition comes in. Think about it – it often takes repetition for ANYTHING to seep into our brains. It's why education has so much repetition … why athletic performance requires repetition … why successful prayer or meditation requires repetition … you get the point. Don't assume for a second that asking for the sale once or twice will be enough to turn on the action switch in

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Figure 17-1

Big Oil is going next.

At least twice a month – and sometimes more – I'll share this oil diary with you… in a simple and concise email that will tell you what's going on… and how you can profit from it.

That way you're always two steps ahead of the market.

The Oil Report research service, including everything I've just described, costs just $99 a year.

And, as I said before, you can try ***The Oil Report*** risk-free.

Sign up today and I'll send you a FREE copy of each of my Special Reports.

You'll also begin receiving my monthly newsletter and my bi-weekly ***Oil Diaries***.

Take the next 6 months to decide if my work is right for you.

I guarantee you'll more than double your money AT LEAST one time during that period.

If you don't - or you're unsatisfied with my research for any reason - simply cancel before the 6-month trial period is up.

I'll give you a full refund. And everything I sent you is yours to keep.

I can make this guarantee because I'm confident in the quality of my work – and I know that once you've given my service a try, you won't want to invest without it.

At $99 a year, I think it's the best deal out there.

You'll pay more than that for a subscription to *The Wall Street Journal* – and they certainly won't tell you how to make 200% in a single day.

But before I show you how to get started, there's something else I have to tell you about…

The ***third wave*** of new oil wealth…

The Third Wave of New Oil Wealth: Gas

Find gas once, you're forgiven. Find gas twice, you're fired.

~ Old oil industry adage

In 1995, the U.S. Department of Energy predicted that the price of natural gas in 2010 would be $3.50 per million cubic feet (MCF).

In 1996, that estimate was revised… to $2.10.

It was the end result of the slow process of deregulating the industry

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your prospect's mind. That's a dangerous mistake.

So you need to *ask* for the order … and ask REPEATEDLY. The key is to do it in a way that's not patronizing or mechanical-sounding. If you do it that way, you'll just insult your prospect and he'll quickly throw you out of his life. Instead, mix up your call to action by using different phrases, by attaching a variety of reasons why, and by charging it with different emotions (We'll show you exact phrases Clayton uses in just a second).

Let us explain this a little further. If you're selling an investment newsletter – what you're actually going to be selling for the first half of the promotion is the amazing FREE premium. It's hard to sell the newsletter itself, because it's always changing.

To get maximum mileage out of your free premium, especially in the close, we recommend using a trick we learned from Clayton. What you do is use each sidebar – as well as parts of the running text – to repeatedly tell your prospect to "Send for your FREE copy of the report TODAY!"

Why does this work so well? First, because there's very little pressure at this point. You're providing great advertorial content and telling your prospect to send for this amazing, FREE report that will change his life. And you're giving him lots of reasons why he should believe you. So his mind is fairly open and he's unlikely to put up a mental "wall" that blocks your persuasive influence. And then continually asking him to send for the FREE report begins "burning" the idea of action into his mind very early on. It's like he's being slowly conditioned to say, "Yes," and respond to your offer.

Then – once you get to the main close – you'll begin giving your prospect loads of additional reasons why it's in his best interest to act NOW. In just ONE promotion, Clayton will use a variety of sentences like:

*****

> Doesn't it make a lot more sense to send for your FREE ratings from *SAFE MONEY REPORT* – and keep your money growing safely?
>
> Dial TOLL-FREE 1-800-###-#### to accept this generous offer now – or mail your Special Introductory Certificate today!
>
> Join me now and you'll save more than $90 risk free …
>
> I Want To Rush All 3 Of These Powerful Money-making Tools To You – In My CAUTIOUS INVESTORS TOTAL PROTECTION

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PACKAGE – A $307 Value – Absolutely FREE!

That's also why I'm inviting you to join me every month in *SAFE MONEY REPORT* – completely without risk or obligation of any kind.

So please don't hesitate. Not even for a second.

Join me in the SAFE MONEY INVESTOR SERVICE for up to two full years – and pile up all the profits you want COMPLETELY WITHOUT RISK!

Please – if your financial security means anything to you – let me hear from you right away!

Call me with your order for *SAFE MONEY REPORT*. I'll tell you what your company's rating is immediately, right over the phone – a $15 value, FREE!

Please – without knowing the Weiss Risk Rating for your stocks and funds, your money is at unnecessary risk – let me hear from you right away!

*****

And this long list doesn't even include all of the sidebars asking him to "send for his FREE report TODAY!" **The lesson here:** *don't chicken out in your close*. If you can give enough variety to your requests for action … and include strong enough reasons to support each one … then each "push" you make becomes that much more effective.

With each repetition you'll be creating the feeling that NOW is the moment. Your prospect is at a crossroads. This decision – which carries absolutely no-risk – can quickly change the course of his life. But only if he acts NOW!

And if you've done your job, there WILL be a powerful emotion rising – the feeling that this is something that MUST be done now. It's way too important to delay on.

Make Sure you Push for the STRONGEST Option

If you truly believe in your product (We don't recommend marketing ANY product you don't believe in!), then you really should encourage your prospect to sign up for the highest, most valuable option. In newsletters that means the two or sometimes three-year option. With other products it could mean the largest number of supplement bottles or the most comprehensive level of service.

The reasoning is simple. You've done all of this work … you've captured his attention … you've demonstrated and proven all of your benefits … you've got-

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ten him to read all the way to the end (or at least skip around to the end!) … so why on earth would you NOT encourage him to take the best possible offer?

To simply push the standard option because it's cheaper doesn't make any sense. If he's really hot for the product – but he's on a budget – he won't be offended by you encouraging the two-year deal. In fact, the one-year deal will seem *even less expensive* to him at this point (because of the price contrast) … so either way you win.

To see exactly how Clayton does this, see Figure 17-2. Notice how he pushes the 2-year option almost as if it's a no-brainer, like he couldn't imagine his prospect not choosing this ridiculously generous option. It works!

Why is this so powerful? Because if you've done a killer job with the copy, there'll always be prospects you've worked up into a steamy-hot lust for your product. And offering them a discount for upgrading, along with some wonderful extra bonuses is often a sure-fire way to push them over the top. That's why all the big mailers offer it – it WORKS. Revenues can soar by as much as 40 or 50%!

Tell Him What to Do RIGHT NOW

The next step in the close is to tell him step-by-step what you want them to do. You'll ask for the sale again, remind them of the guarantee again, and then *consistently* repeat your main theme throughout this process.

Why repeat your main theme at this point? This is a deeper secret that very few writers understand. Even though this section of the copy seems simple – you're just instructing them on how to respond – there's a subtle psychology going on here. You want to make sure he's *associating* the action process with the benefits and emotions that originally got him reading.

That's why it's important psychologically to weave your main headline and deck themes into the process. It keeps everything unified. It keeps the association between your *benefits* and *acting on the offer* as TIGHT as possible.

Look at how, on Figure 17-3, this is done in the "Judgment Day for the Dollar!" promotion. Right after the subhead, the copy emphasizes that had the prospect "heeded" his warnings about the impending dollar crash more than two years ago, he would have been rolling in dough by now.

And now, with the greatest dollar crash of his lifetime DEAD AHEAD, he risks his home, his cost of living and retirement – everything he holds dear financially.

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Figure 17-2

When Was The Last Time YOU Felt This Good About YOUR Investment Analyst?

My money is safe and growing!

"Because of your advice, I avoided the carnage of the last three years. I also made money on the gold mining stocks that I traded during the last three years."

— L.P., Weirton, WV

You deserve a Medal of Honor!

"I award to you a medal of honor for protecting an older, self-supporting, divorced woman who isn't very rich. (I work as a secretary.) I believe God has a special reward for a person who helps widows and orphans and divorced women. May God shower you and yours with blessings for all the help you have given me!

"Had I not had your information, I could have sustained 40% to 50% losses. THANK YOU — THANK YOU — THANK YOU — AND GOD BLESS YOU AND YOURS!!!"

— P. O., Ft. Lauderdale, FL

Thank you for saving me an awful lot of money!

"Thank you so much for all your help! I now understand a little of all the shenanigans that go on in the financial world. You explain in a most lucid and entertaining way to a layman what is happening, and as I read the *New York Times*, the whole scenario is unfolding so far in the way you predicted. What a service!

"Thank you for saving me an awful lot of money."

— H.V., Nyack, NY.

Getting richer in tricky times!

"Your recommendations have resulted in a greater-than-30% increase in my account so far and it looks like greater gains are just waiting in the winds for the next decline in the S&P index and the rise of gold."

— L.P., Boynton Beach, FL

yours FREE with your new membership in my SAFE MONEY INVESTOR SERVICE!

HALF-PRICE Introductory Offer: YOU SAVE $189!

Normally, your two-year membership in the SAFE MONEY INVESTOR SERVICE would be a bargain at $378.

But if I hear from you now, it's just $189 — YOU SAVE $189!

PLUS, you get full and free access to the world-beating SAFE MONEY WEB SITE — a $460 value ...

PLUS, you get my five super-valuable investment guides: ***INTEREST RATE BONANZA*** ... ***INFLATION BONANZA*** ... ***STOCK MARKET BONANZA*** ... ***GOLD BOOM BONANZA*** ... and ***ENERGY BOOM BONANZA*** ...

... PLUS, **you get THREE MORE valuable gifts, FREE: my *RETIREMENT MIRACLES* guide ... my *STOCK MARKET SAFETY NET* guide ... and *GET OUT OF THE WAY OF THE GREAT DEFICIT DISASTER OF 2004!***

All together, that's a mind-blowing $1,361-worth of free gifts and discounts. But during this Special Introductory Period, you pay only $189!

That's just 26 cents a day — less than the cost of a postage stamp— for expert guidance to protect all of your investments!

And best of all ...

You must be absolutely DELIGHTED, or you can get a 100% Money-Back REFUND!

When was the last time a mere $189 investment netted you a $5,000 return?

When was the last time a broker — or anybody else for that matter — promised that if he couldn't produce that kind of return, he would refund every penny you paid them?

Well get this: THE SAFE MONEY INVESTOR SERVICE must save you — and/or MAKE you — an ABSOLUTE MINIMUM of $5,000 in the next 12 months OR IT'S FREE!

No, I can't guarantee you profits. No one can. But if I don't save or make you money, just let me know and I'll rush you a full refund of every penny you paid. PLUS, even after the first year, you can cancel at ANY TIME WHATSOEVER for a FULL REFUND

To order, call TOLL-FREE 1-800-236-0407 • Page 19

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Figure 17-3

tools other sites charge up to $460 for two years for — FREE …

■ **You get an unlimited number of FLASH ALERTS** by e-mail or First-Class Mail — your choice — whenever events warrant.

■ **Best of all, you risk NOTHING by giving Larry Edelson's *REAL WEALTH* a try.** You must agree that it's everything I've promised and more, or just cancel anytime in your first year for a full refund on your subscription — or anytime thereafter for a full refund on the unused part of your membership — and keep everything you've received — FREE.

So please don't hesitate. Not even for a second!

This great dollar disaster can either BREAK you or, it could MAKE you up to 279% richer – maybe even more.

The choice is yours!

This is a crucial moment for you. If you had heeded my warnings of an impending dollar crash more than two years ago, you'd be rolling in dough now. More than that: You would have been able to insulate yourself and even profit as the dollar fell 25% against the euro.

Now with the greatest dollar catastrophe clearly ahead of us — with your stocks, your cost of living, your home equity and your retirement on the line, you have a second chance to both protect yourself and to profit.

I'm doing my part: I'm offering to rush you hundreds of dollars of Emergency Profit Guides to insulate and grow your wealth through this crisis. Please remember: If you're not thrilled with how much you save and how much you make with *REAL WEALTH*, I'll GLADLY rush you a FULL REFUND on your membership fee!

"I want you to USE this locked-in dollar disaster to capture a true investment windfall …

"… with 5 often-overlooked contra-dollar stocks and mutual funds, each one specifically designed to hand you gains of up to 279% when the dollar crashes!"

— *Larry Edelson*

The clock is ticking. I urge you to act now.

Let me help you insulate your wealth and profit handsomely from this dollar panic. Call now: The toll-free number is 1-800-604-3649.

Warmest regards,

Larry Edelson

Editor, *REAL WEALTH* SERVICE

P.S. Extra Bonus for Fast Response by Phone:

The ***Natural Resource Investors Bible.*** This is an additional $79 value — FREE!

The ***Natural Resource Investors Bible*** is everything you need to seize windfall profit potential in the great natural resource BOOM of 2005!

Position yourself for maximum profit potential in gold and precious metals mining companies … oil and energy providers … water … grains and agricultural suppliers, base metals and manufacturing materials providers — ***including my picks for the top 25 companies in each sector!***

The toll-free number is 1-800-604-3649.

Please turn …

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These are the central themes that opened up the copy and linking to them makes the prospect understand why this is so URGENT. Notice how it says, "I've done my part … I'm willing to send you hundreds of dollars in Emergency Profit Guides … but the clock is ticking … "I urge you to act now" … these help drive the urgency of the theme and the offer into the prospect's brain.

Doing this also creates a start-to-finish feeling of continuity. Your prospect sees how taking action NOW relates to the benefits/emotions that got him interested in the first place. If done properly, he'll be feeling like this whole journey is ending with a flourish. There's excitement and by simply calling the toll-free number … he gets to take the first step in a wonderful new direction.

So you tell him: I want you to dial toll-free 1-800-ABC-DEFG, RIGHT NOW. Or complete and return the enclosed RSVP form provided. Or jump onto the Web, type in this website and sign up.

It's that simple.

Six Ways to Finish Strong with Your P.S.

Once you've signed off, you'll be at the last stage of your close … the P.S. Since the P.S. is so highly read (it can often be the second thing your prospect reads after the headline) you MUST use that real estate effectively. Here are some ideas of what to do with your P.S …

1. You can introduce a new fast-reply **bonus to create added urgency.** Effective, because it lights an additional fire under his you-know-what to respond right away. Just make sure the bonus is something you know he eagerly wants.

2. **You can introduce a "call in" bonus** that he gets ONLY if he calls in his order. The reasoning for this is simple. The order form takes a few minutes to fill out and it's not fun. Honestly, who likes filling out forms? Plus, he's sitting there all alone and there's nobody watching him. He's not accountable to anyone.

   Then when he's all done he's got to put it into the envelope, sometimes even go get a stamp, put it into the mail … can't you see the DANGER here? All this is time for your prospect to change his mind, get distracted, decide to procrastinate – and each is a notorious sales killer!

   But if you can get him to call *right away*, all of the sudden he's accountable to a live person, he can ask questions if he needs to … that person will patiently wait while he digs out his credit card – you're not going to lose very many sales in this process. So it

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pays in spades to have him call his order in.

3. **You can reveal another FREE bonus he'll get, however he re**sponds. Your job here is to surprise him even further, quickly explaining why it's valuable. And then deliver enticing fascinations/bullets that sell the hell out of it.

4. You can list some of your most powerful testimonials. This is a great way to soothe any leftover doubt or skepticism he might have and push him over the tipping point he needs to act. Just make sure the testimonials are among your very best.

5. **You can push even more for the sale and give additional reasons why it's in his best interest to** act NOW. This is a great strategy to use because you have his full attention. Just explain to him that he's got nothing to risk, this is an incredible deal, and he stands to gain SO MUCH – why not just give it a try?

6. You can restate the guarantee. If your guarantee is especially powerful, tell him again. Let him know that you'll make him an extra $5,000 this year or everything's FREE.

Of course, this is only the beginning – get creative with your P.S. and test different approaches you feel would forcefully compel your prospect to act without hesitation.

It pays to think *really hard* about the BEST possible use of your P.S. AND to save some of your very best ammo for this final shot at closing the sale.

Hard Selling with Your P.S.

The example on Figure 17-4 (from the "Knack" magalog) is a great example of really using the P.S. real estate effectively. As you can see, the first P.S. gives the prospect a metaphor that communicates the power of what he now holds in his hands. It essentially says, "I'm betting that you're sitting on an extra $100,000 you never thought you had and if I'm wrong, you don't owe me a penny." So it's a strong way to position the guarantee as well.

The second P.S. takes him one step further and emotionally expresses what a good deal this is! It essentially asks, "When was the last time someone else made you such a great offer? LOOK at all you stand to gain! What are you waiting for!?"

Then the third P.S. introduces a fast-response bonus, romances it a bit and then quickly summarizes the bonuses you'll get with either the one-year or

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Figure 17-4

Ken and Daria Dolan may well be the hardest working friends that America's wage earners, savers, and investors have. They're the financial world's "Dynamic Duo"—dedicated to helping people live better on what they have.

build for the future!

Sincerely,

Ken Dolan

Ken Dolan

P.S. If someone told you there was a treasure worth $100,000 right under your nose—maybe even buried on your own property—and that he'd lead you to it, FREE...

...would you let him?

Well, that's exactly what I'm asking of you.

I say that Daria and I can guide you to wealth that's hiding right under your nose, then multiply that money many times over.

If I'm right, you'll be better off, and we'll have a subscriber for life. If it doesn't work for you within the first three months, I'll refund every penny of your subscription. "THE KNACK" and your free reports will be yours to keep in any case. You come out smelling like a rose either way!

Please—let us hear from you right away!

P.P.S. Doggone it—this is a *great* deal! About a dime a day to restore $3,600 per year in lost wealth...to get THE KNACK for turning that money into $100,000... $250,000...even $500,000 extra for retirement...AND THE KNACK for getting the best of everything.

And to top it all, you risk nothing!

What are you waiting for?

P.P.P.S. If we hear from you in the next 10 days, you'll also receive a **FREE** copy of "SATISFACTION GUARANTEED." It's filled with techniques I use to get satisfaction from stubborn stores, unscrupulous banks and brokers, and everyone else who cheats, fudges or tries to get rich at your expense.

Daria says it's yours, along with "THE KNACK," if we hear from you in the next 10 days or less. That's two **FREE** bonuses in all with your one-year subscription, and you get "THE KNACK," "SATISFACTION GUARANTEED," plus FIVE MORE **FREE** bonuses with your two-year subscription.

It doesn't get ANY better than this! Let us hear from you today!

Turn Page for the Complete Rundown on Your FREE Subscription Bonuses!

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two-year deal. Notice how the P.S. takes up almost a full page – that's intelligently using the P.S.!

Using Sidebars to Multiply Your Closing Power

Clayton also drives home the idea that your sidebars should work overtime to assist in closing the deal. You do this by making the prospect feel like:

1. This is a screaming hot deal too good to pass up. So the closing section should have value sidebars that communicate the benefit value of the offer, the bonuses, etc. as well as the monetary value … ALL FREE just for accepting a risk-free trial today.
2. **There's absolutely nothing to lose and everything to gain.** You've relieved all the risk with a world-class, gutsy guarantee. You've showed him how to cash in on some locked-in new trends … or clear his arteries of deadly plaque … or whatever chief benefits your product offers. Make sure to feature your guarantee and tie it directly into the performance you've promised him over the course of the letter (i.e. "You must make at least $5,000 over the next twelve months or everything is FREE. When was the last time you got 50-to-1 on your money?")
3. **You've proven this in every way possible.** You remind him of the profits you've led your subscribers to in times like these, whether it's 929% … 647% or any other notable, specific number … you remind him of your track record in predictions … you feature the most powerful testimonials … reinforce the logical, bullet-proof argument that all but guarantees him a windfall in the coming months … the possibilities are ENDLESS.

How this Secret Looks in Action

On Figure 17-5, notice the two testimonial sidebars on the spread. They're all incredibly powerful … just look at the headlines: "An eye-popping 360% **profit** … Larry, you are the MAN!"… plus the previous page of the close had the testimonial headlines, "Larry will make you rich … a 563% GAIN!" Each and everyone does a fantastic job of reinforcing the primary benefits promised and helps reduce the resistance/skepticism the prospect naturally feels at this point in the letter.

It also reveals a very powerful way to begin the benefit summary, one that Clayton loves to use. It basically says, "Look, we've only been together a short

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Figure 17-5

(Continued from page 17)

you hadn't heard, the falling U.S. dollar and the ramping up of the world economy have lit a fire under demand for nearly ALL commodities with intrinsic value — especially COPPER. One of the main culprits is China — with Chinese copper output down 1.3% ... refined copper exports down 42% ... and imports up 19.1% in the last year.

In this eye-opening report, I introduce you to the ONE company that is best positioned to rake in windfall profits supplying the world with copper at peak prices — a company I'm convinced could make early-bird investors rich, rich, RICH!

■ ***The ULTIMATE Natural Resource Stock* — an added $79 value, FREE!** This premiere metals, mining and energy company is poised to benefit from almost every area of energy and metal price growth in Asia.

The company is an exporter of metallurgical coal for the steel industry, an exporter of energy coal, a producer of iron ore, a producer of copper, a producer of primary aluminum and a producer of manganese. PLUS, it also has substantial interests in oil, gas, liquified natural gas (LNG), nickel, diamonds, silver and titanium minerals!

Here's the best part: This company is already making investors up to 3 times richer every five years — AND you even get a healthy dividend!

Altogether, that's AN ADDITIONAL $316 VALUE — FREE ...

An eye-popping 360% PROFIT!

"Real profits were made in gold mining ... Stocks included Agnico-Eagle Mines (a 142% PROFIT) ... Glamis Gold (a 351.5% PROFIT). Enclosed are copies of my Fidelity account statements."

— C. E. B., Commack, NY

"Larry, YOU ARE THE MAN!"

"I bought Royal Gold at $7.90 a share and sold it for $13.95 a share, giving a profit of $6.05 before commissions. THAT IS 73%!

Any time I can earn over 70% a year, I will gladly take it. My subscription has been paid for many times over.

Thank you!"

— T. A., Port Clinton, OH

If You Don't Act on This Exciting Opportunity Now, You'll Be Kicking Yourself for YEARS to Come!

I do NOT want you to miss out on this awesome profit opportunity. I urge you: Send for your FREE copy of ***Grow Six Times Richer in the Great Gold Stock BONANZA of 2004–2005*** and decide for yourself.

Let's add up the value you get:

- **$189 value:** You SAVE HALF on your two-year membership in *REAL WEALTH* ...
- **$79 value:** You get ***Grow Six Times Richer in the Great Gold Stock BONANZA of 2004–2005*** **— a $79 value — FREE ...**
- **$79 value:** You get my ***Natural Resource Investor's Bible*** **— a $79 value — FREE ...**
- **$316 value:** You get FOUR ultravaluable PROFIT GUIDES to help you profit from China's explosive economic growth — ***Chinese Oil Company Set to Become the "Exxon/Mobil" of ASIA ... How to Get Rich off the World's Worst Chronic***

(Please turn ...)

Call TOLL-FREE 1-800-604-3649 for more information.

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time and I've shown you so much … I've given you so much." The implication is – how many other people do you meet who are immediately bringing this much value into your life. You really can TRUST ME.

And this implies that his prospects have to be crazy not to at least *try* the service. It's a much stronger psychological position to take than aggressively pushing the prospect up against a fabricated sense of urgency and scarcity. This is what many writers do and prospects quickly see through it.

Think of how to apply this same psychology to your own packages!

And that's it – the six basic elements to include in each and every close. Remember also that it's not enough to simply include them – you really need to consider each element very deeply and thoughtfully. That's why we've gone into such depth here. It's the same standard we recommend you to hold yourself to, now that you have this new understanding.

7 Never-Fail Closing Themes to Use in Any Promotion

Now that you've got the must-have elements of a great close in place, the next level of mastery is picking a specific approach to use in your close. While the basics stay the same, the approach you take will affect how you present and articulate each element. Certain approaches will fit better with certain products, markets, and prospects … so you need to consider that as well.

Here's the first of the seven approaches Clayton's used with blockbuster success:

The "Crossroads" Close

This might be our favorite. You simply articulate the different options facing the prospect right NOW, emphasizing that he's at a fork in the road. Clayton often refers to it as a "watershed" moment in his promotions for Weiss.

Essentially, what you're doing here is much like what was described by Robert Collier many years ago. You are showing what stands to happen if your prospect does NOT respond to your offer … and then comparing this situation to what'll happen if he does.

Clayton will often list three options. Usually the first option is "you can do nothing and bury your head in the sand." And what you do is dimensionalize the risk and danger of doing so. You describe how an investor's wealth was destroyed because he lacked this kind of information. Or that someone had a heart attack, simply because they were

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taking dangerous prescription drugs rather than this natural supplement. The possibilities are endless!

The second option is to "keep doing what you've been doing" and it isn't radically different from the first option. Only this time you're more focused on the result. So you'd say, "You can keep getting the measly 1% gains you've been getting from your bank …" Or you could say, "You can keep force-feeding yourself foods you hate and still not lose any weight …"

This sets up the strong contrast with the third option, which is obviously the one you want him to take. This time you say, "Or you can take control of your financial future and be exposed to investments that are soaring 157% … 346% …" In the health market, you could say, "Or you can take control of your health – putting your wellness squarely back into your own hands, freeing yourself from the horrors of prescription drugs … reducing your risk of chronic, deadly disease …"

Of course, this "set-up" is fairly obvious to your prospect, so you really need to be extra sincere in this section. He knows what you're trying to do. If you overdo it and make it seem totally fabricated, the sale will be lost. He'll feel that you're patronizing him.

So make sure that you're speaking very credibly, that you're coming from a sincere place and just honestly helping to clarify what his options are. If he's read this far into the ad, he's very interested and needs help with some sort of problem or wants a specific desire fulfilled. Just communicate why this decision will help him shift directions, avoid unpleasant consequences and launch him in the direction of the life he wants.

The "Logical Restatement" Close

Another strategy is to carefully and concisely recite the logical argument behind your copy. The chain that makes purchasing your product seem like a slam dunk, no-brainer.

So you'll in effect be saying, "Look, here are the facts:

1. Gold is exploding in value …
2. Because of X, Y, Z factors, the demand will continue to skyrocket …
3. I've got a proven track record at finding the hottest gold stocks …
4. Again, over the last 12 months we've piled up profits of up to 457% on gold stocks. Our average gain has been 179% overall …
5. We've just discovered three red-hot companies that are heavily under-

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valued and guaranteed to soar as demand continues to rise …

6. And we've taken the liberty of preparing a special report that gives you all the information you need to make this the windfall of a lifetime.

If you have ANY desire to profit from this inevitable gold boom, then I suggest you send for your FREE report right away. Accepting this generous risk-free offer should be the easiest decision you ever have to make. And passing up on it could easily be one of the costliest things you ever do."

This is just one way you can structure it – other ways are possible. It works so effectively because you're condensing and harnessing the power of the argument you've used all along, the argument your prospect has already *agreed to* by virtue of reading this far. What you're doing is knocking down his last bit of doubt regarding the benefits you've promised. And you're subtly calling out the fact that at least part of him must be in agreement, otherwise why would he have read this far?

Since it's hard not to agree with this line of reasoning … since there's no risk and everything to gain … doesn't it make sense to at least TRY this offer? That's the psychology behind this approach.

The "Reasons Why" Close

Another explosive closing approach is the whole "Reasons Why" close. It's a great way to condense all of your selling points into a clear sequence that can help banish any remaining uncertainty your prospect may have.

There are various selling points you can feature in this section, but some of the strongest are: increased savings, limited-time bonuses (such as FREE additional product or FREE reports), FREE shipping, proof elements, scarcity, exclusivity to this offer, the boldness of the guarantee and more. The variations are endless.

Now check out Figure 17-6. When you've got a diverse set of benefits, premiums and discounts – as is often the case with nutritional supplements – then this "Reasons Why" closing strategy can help you tie them all together effectively.

It works well in this type of situation because Clayton is offering the prospect 1) a 30% discount, where he'll save $140.40 … 2) 4 FREE bottles of Mineral Power, a $79.80 value … 3) a FREE report titled, *Degunk Your Arteries for Life*, worth $19.95 … 4) a FREE report titled,

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Figure 17-6

REASON #1: During this Special Introductory Offer, you'll save up to $140.40 on Enhanced Oral Chelation™.

When was the last time a big drug company or even a supplement firm offered you a 30% discount just for giving their product a fair try?

REASON #2: You'll also receive up to 4 FREE bottles of Mineral Power!™. A $79.80 value.

Since the EDTA found in Enhanced Oral Chelation™ is so effective at clearing out the gunk in your arteries, it's vital that you take a potent mineral supplement along with it.

Health Resources' scientists formulated Mineral Power!™ especially for folks taking Enhanced Oral Chelation™. It combines calcium, zinc, selenium, magnesium, copper, manganese, chromium, molybdenum and over 70 trace minerals into one powerful formula.

Normally, a three month's supply of Mineral Power!™ is $19.95. But as part of this Special Introductory Offer, you can receive a free supply of Mineral Power!™ for as long as you're also taking Enhanced Oral Chelation™!

That's a value of up to $79.80 per year!

REASON #3: To help you enjoy the most Enhanced Oral Chelation™ has to offer, you'll also receive a complimentary copy of *DEGUNK YOUR ARTERIES FOR LIFE!* A $19.95 value, FREE.

Enhanced Oral Chelation™ is the ultimate circulation booster.

Never Fear A Heart Attack Again!

"About a year ago I experienced what turned out to be a heart attack. I never saw this coming. What a shock!

"I decided to try your product and the last time I saw my doctor my cholesterol and triglycerides were normal!

"I have the peace of mind that my inners are being rooter rooted and I'm not fearful of another heart attack."

– Hector C., Valley Village, CA

And there's even more you can do to protect your heart and brain. *DE-GUNK YOUR ARTERIES FOR LIFE!* is your roadmap to optimal circulatory health!

You'll discover remarkable secrets for making your heart the best it can be — at any age including…

✚ **Is your family history of heart disease a death sentence? ABSOLUTELY NOT!** Here's what you can do to outwit Mother Nature!

✚ **WOMEN BEWARE:** Why nearly twice as many women die from heart disease than from all forms of cancer — including breast cancer. Essential self-defense!

✚ **Think heart disease only strikes older people? THINK AGAIN!** Heart disease begins in childhood! One in six teenagers are at risk. Life-saving advice!

✚ **Your "born again" heart *SHOCKER:*** Every cell in your heart is replaced every 30 days. *You get a new heart every month!* Here are three essential steps to make your "next" heart the healthiest yet!

✚ **Declare war on heart disease!** 30 ways to keep your heart beating healthfully for decades to come! Safe advice you must have now!

✚ **And much, much more!**

REASON #4: A complimentary copy of *NO MORE SNEAK ATTACKS!* — a $19.95 value, FREE.

Every year, heart attacks strike people who weren't *supposed* to have one. Their cholesterol was low. Their blood pressure was perfect. They had no known risk factors whatsoever. And yet, a heart attack or stroke hit them anyway.

Why?

The answer may be an inflammation of the arteries that is marked and even caused by high levels of C-reactive protein in the blood. According to a recent

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No More Sneak Attacks, worth $19.95 … 5) FREE shipping.

Introducing this diverse array of benefits as "five excellent reasons why" is effective because it gives the benefits a more focused, coherent feel.

We recommend using this approach whenever you find yourself in such a situation. Also, if you offer FREE bonus reports – this is a great place to feature some of your best bullets you've extracted from the reports. They'll be received very strongly at this point and it's an excellent place to introduce added benefits that help build desire.

Just remember that when you explain each reason, do it with *urgency*. You really want your prospect to feel the intensity of the moment, a strong feeling that it's now or never. And you're being absolutely truthful because, after all, it's close to a 100% certainty that if he does not respond to this order RIGHT NOW, he'll never respond. So you can really use the "now or never" push with firm conviction that it's true.

The "Don't Go IT Alone" Close

Another approach that works well – especially in selling newsletters – is a close with the mindset of "this is no time to go IT alone." It works well in newsletters because in many ways, the editor IS the product. Yes, you are buying the benefits – but the editor is the real vehicle for those benefits. And the prospect's decision to buy will be based a great deal upon how well he or she resonates with the editor.

If you've done a good job in your letter of explaining how tough things are out there in the real world … how Wall Street is loaded with brokers, advisors and CEOs that cannot be trusted … how the market is being set up for a vicious collapse or swing that will slaughter the wealth of millions but make others filthy rich … or in the health market: how doctors and surgeons will do anything and say anything to get you to accept their costly, dangerous procedures … we could go on forever!

The point is that you've built up the mental reality that it's incredibly difficult to go out there into the jungle without an expert guide, someone that's looking out for your best interests … NOT just after your wallet.

If you've done all of this, by the time the close comes around, your prospect WILL feel the need for guidance, the need for ongoing support from someone he trusts.

And that's when you re-emphasize that he'll get that and more by accepting a risk-free trial to your newsletter. Here's an example from Clayton's "Wall

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Street Babylon" bookalog for the *SAFE MONEY REPORT:*

*****

This Is NO TIME
To Go It Alone!

Wall Street will do just about anything – and say anything – to make you forget about the risks you're exposed to in today's still over-inflated stock market. They want to keep you fully invested – and buying even more stocks and fund shares – right up until the very last point of the next big market decline.

I want you to disappoint them. I want you to preserve your wealth and keep it growing safely by fully understanding the risks as well as the rewards of each stock and mutual fund in your portfolio.

More than that: I want you to use the principles in The Weiss Windfall Strategy to double your money – and then double it again – as stock prices are hammered into the ground.

In a way, today's stock market is nothing more than a gigantic game of poker: Millions of investors holding nothing but garbage in their hands, trying to bluff, and desperately hoping that someday their stocks will come back.

It's a fool's game. A game nobody can win.

Doesn't it make a lot more sense to send for your FREE ratings from *SAFE MONEY REPORT* – and keep your money growing safely?

*****

Do you see how this is a powerful way to position the editor and newsletter overall – not as simply pieces of information about making more money or about getting healthier … but as continual guidance from the most qualified and caring expert out there. Someone who will save you from all of the pitfalls and accelerate your path to wealth, health, and happiness.

When you build up this highly desirable positioning for your editor or spokesperson, don't be afraid to make your prospect aware of how valuable it is. Tell him why this is the best guidance he could possibly have in this area of his life … and that if he doesn't act now, he's missing out on a relationship that will change his life!

The "Simple Restatement" Close

This is the most basic, stripped

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down closing approach. If you're selling a newsletter, you typically spend the first section of your close restating why the premium will be so impactful in your prospect's life. You'll prove why it will make him so much money or why it will save him from an impending health disaster or anything else it's helping him do.

Then, in the close, you'll restate everything else your prospect gets, often in bullet points. The first sentence will usually be about the physical product (the many features of the service) and the remaining sentences will expand into the deeper benefits and reasons why it'll work.

You'll also restate the guarantee and really get him feeling that there's no risk whatsoever in accepting the trial offer.

And then you'll finish up by asking for the order another couple of times. It's oh-so-simple!

For an example, look at Figure 17-7. It's a health promotion where the key elements of the promotion are simply restated in bullet points. When your offer is particularly strong, this approach is often effective to take.

The "But WAIT… There's More" Close

This is a slick closing technique where you build up the benefits of the product and cost-justify it to the point where you could easily ask for the sale. At this point the deal is already looking pretty darn good. And your prospect is probably expecting you to ask him to take action on the offer.

But you don't.

Why? Because you've still got some great bonuses up your sleeve and this is the perfect time to introduce them!

Remember that your prospect will experience resistance when he feels you're trying to get him to act. It's natural. Nobody wants to be "sold."

So rather than ask for the sale, you tell him, "But WAIT … there's more." So while he thinks it's already a good deal, this makes it seem like an even better one. He's thinking, WOW! That's a lot of stuff for the price!" And all of a sudden his mind is off the pressure of the close and focused on the additional things he'll soon be getting.

As long as you keep the bonuses strong and the copy exciting, you can go on like this for quite a while. Each time your prospect will think you can't possibly offer any more, you surprise him with yet another powerful bonus. And each time his resistance is melted … to the point where he feels he'd be INSANE to NOT at least give this a risk-free try.

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Figure 17-7

CoQ10 Adds 15 GOOD Years!

"Studies show that patients who were supposed to die 15 years ago are still alive today primarily because of taking Coenzyme Q10 daily."
– William Lee Cowden, M.D.
Cardiologist

- You will SAVE up to $60 on Ultimate CoQ10 Formula™...
- You will receive up to THREE EXTRA MONTHS of Ultimate CoQ10 Formula™ – *a $179.85 Value – FREE!*
- You will also receive *Silent Epidemic: How to Revive a Failing Heart* – the eye opening guide to the assault on your heart. You get ALL the facts on our current heart holocaust – including the prescription drugs and other things in your life that put you at risk, and a complete guide to keeping your heart beating strong: *A $19.95 Value – FREE!*
- You'll get *The CoQ10 Miracle* – your roadmap to using this astonishing wonder nutrient to support heart health and more!

You'll discover how much CoQ10 your body needs each day... how much you should take if you're dealing with heart problems... fatigue... symptoms of premature aging... sexual problems... and more: *A $19.95 Value – FREE!*

- PLUS, you'll also receive *TRIPLE Your Heart's Health in Just Seconds A Day* – complete with the latest research that reveals how you can scrub deadly plaque out of your arteries... ease inflammation throughout your body... and cut deadly homocysteine levels down to size... in just seconds per day: *A $19.95 Value – FREE!*

Add it up yourself: That's $299.70 in discounts and FREE gifts!

You will FEEL the difference Ultimate CoQ10 Formula™ makes or you pay NOTHING!

Just call TOLL-FREE 1-800-746-4513 or return the SPECIAL SAVINGS CERTIFICATE on page 19 of this report and we'll rush your supply of Ultimate CoQ10 Formula™ and your FREE gifts to you.

You must see and feel dramatic results. Otherwise, just return the unused portion and True Health™ will promptly refund 100% of what you paid.

And get this: Even in the extremely unlikely event that you decide to exercise your right to a refund, the free gifts you've received with your first order – your FREE bottles of Ultimate CoQ10 Formula™ and your FREE copies of *The CoQ10 Miracle... Silent Epidemic: How to Revive a Failing Heart...* and *TRIPLE Your Heart's Health in Just Seconds a Day* – are yours to keep without further cost or obligation – FREE!

Listen to your heart...

In this bulletin, I've shown you how America's epidemic of failing hearts is turning 400,000 healthy Americans into cardiac cripples each year – and how this plague is spreading like wildfire: QUADRUPLING the number of victims it claims every few years...

- I've shown you how many drugs – including statins and other drugs you think are PROTECTING your heart may actually be destroying it...
- I've cited scores of studies proving that supplementing with Coenzyme Q10 can help you avoid being the victim of a failing heart...
- I've shown you why 90% of all the CoQ10 products being hawked in health food stores from coast-to-coast are a waste of money – nearly impossible for your body to absorb and use...

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The purpose of this process is to put him into a state we've all felt before. We're not sure if there's an exact word for it – but you feel so overwhelmed with a positive feeling of greed that you can hardly think straight! Like, "Oh my! This is crazy. I'm getting so much here, I hardly know what to say. What do I need to do to sign up?" And that's exactly the reaction you're looking for! All resistance has melted away and action takes place automatically.

How to Pile On **Benefit After Benefit**

The promotion on Figure 17-8 is a perfect example of the "But WAIT … There's More" close.

Clayton does a good job proving the case for the product, and he cites tons of credible studies and sources that back up the need and effectiveness of Vitamin D in fighting deadly inflammation. So he begins the close process by saying, "Normally three months of INSTANT SUNSHINE is a bargain at just $119.95. But by ordering now, you pay only $99.75 – you save $20! That's just $1.10 per day to fight the deadly inflammation science now suggests triggers up to 438,000 heart deaths each year."

He's already thrown in some FREE premiums and the deal looks pretty good. But now the close is beginning and the prospect feels it. And just as his resistance is beginning to grow, Clayton throws in a FREE bonus of Calcium supplements that perfectly compliment the main product. It's a $79.80 value and we give a slew of reasons why … most Americans are not getting enough calcium … most calcium products are not absorbable … and why taking it in conjunction with Vitamin D will allow the prospect to maximize benefits.

The prospect is thinking, "WOW! The offer just got better."

But WAIT … there's MORE! He next introduces three more valuable special reports – a $59.85 value. Each is related to the central theme of heart health/natural remedies and he bombards the prospect with excellent bullets about each one.

Now the offer seems incredibly good!

But WAIT … there's MORE! When the prospect gets to the P.S., he gets TWO MORE FREE bonuses! The offer keeps getting better and becomes almost impossible to resist. This is one of the reasons Clayton had such success with this package. The simple moral of the story: provide your prospect with as many great bonuses as you can – it makes it much easier to reduce resistance during the close and fill your prospect with burning lust for your offer.

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Figure 17-8

Continued from page 7 ...

FREE SUPPLEMENTS — a $79.90 value!

INSTANT SUNSHINE™ and Calcium Lactate are the perfect one-two punch against heart and bone problems. Here's why:

1. For maximum absorption — and the ultimate in inflammation-fighting power — vitamin D needs ample supplies of calcium, and ...

2. To protect your heart, regulate your blood pressure and strengthen your bones, calcium needs plenty of vitamin D!

But according to Dr. Bess Dawson-Hughes, director of the metabolic bone disease clinic at Tufts-New England Medical Center:

"Fewer than 10% of men and women older than 50 have adequate calcium intake through their diets alone."

And new government figures show the average calcium intake for all ages of American adults — both men and women — fails to meet the standards for healthy bones set by the National Institutes of Health!

Though the best source of calcium is calcium-rich foods, these sources are not nearly enough to give you optimum calcium levels. And if you're taking ordinary calcium pills — you might as well flush them down the drain! Why?

Because most calcium supplements sold in America are completely UNDIGESTIBLE! Your body simply can't assimilate the nutrients — so it passes right through your system. It's so common that nurses have a name for these undigested vitamins — they call them bedpan bullets!

That's why it's important for you to have the right kind of calcium. And it's called Calcium Lactate.

Calcium Lactate is quickly ionized — that means once taken, it's almost immediately digested and goes right to work. Plus, Calcium Lactate contains essential magnesium for optimal function!

Taking INSTANT SUNSHINE™ along with Calcium Lactate gives you the ultimate protection for hidden inflammation ... helps protect you from heart problems ... and helps keep your blood circulating at optimum levels! And you get Calcium Lactate absolutely FREE with your order of INSTANT SUNSHINE™! But that's not all ...

Get 3 MORE FREE GIFTS when you respond today: A $59.85 value — FREE!

When you agree to sample INSTANT SUNSHINE™ during this limited time special offer, you'll also receive three life enhancing health reports:

Special Report #1:
The Amazing Miracle Vitamin!

Can you imagine what would happen if one of the drug companies came out with a single pill that reduced the risk of heart and brain problems, bone loss, PMS, season affective disorder and various autoimmune disorders,

Your SKIN is trying to warn you about your HEART!

Melanin pigment protects skin cells from the damaging effects of the sun. But they also block your ability to create natural vitamin D — a powerful inflammation fighter. That's why dark skinned folks are at risk.

But if your fair skin keeps you out of the sun — or if you lather on sunscreen whenever you go outdoors — you're also blocking out the rays your body needs to create natural vitamin D. And you're also at risk of having a vitamin D deficiency.

Find out your skin type using the chart below — and make sure to take INSTANT SUNSHINE™ every day for maximum vitamin D intake!

IF YOU ...

• **Always burn. Never tan. Have red or blond hair and freckles (albinos, some redheads):**	TYPE 1 SKIN
• **Easily burn and seldom get tan, fair skin (Northern Europeans such as Celts or Scandinavians):**	TYPE 2 SKIN
• **Occasionally burn and gradually tan (Mediterranean and Middle East origin):**	TYPE 3 SKIN
• **Rarely burn and always tan (East Asians, some Indians and Pakistanis):**	TYPE 4 SKIN
• **Seldom burn. Always tan and have medium to dark skin (South East Asians, some of African, Indian or Pakistani origin):**	TYPE 5 SKIN
• **Never burn and get dark tans (dark-skinned Asians such as Tamils, "blue-black" skin of African origin):**	TYPE 6 SKIN

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The "USP" Close

If your USP is particularly strong, it can be superbly effective to tie into the closing section.

When you've hard-boiled the essence of your approach into a tight few sentences, why not showcase that in your close? It's a great way of reminding your prospect of why he's read this far … why you can offer him something nobody else can … and why he must act now if he's going to reap the rewards of the distinct advantage you offer.

This is something Clayton does instinctively but can be easily learned. Just say, "Look, I'm the ONLY advisor with the proprietary X-factor system … the same controversial system raved about by *The Wall Street Journal* and *Barron's* … the same system that has averaged a 47% gain – on ALL trades – in some of worst markets in history … the same system that my subscribers have used to grow their wealth by up to 456% … You CANNOT get proven profit-potential like this anywhere else, so what are you waiting for?"

Do this right and you earn a "position" in your prospect's mind – he knows that if he really wants the benefits promised, he's got to go through you.

Clayton did something similar in a financial promotion a few years back. Essentially, the editor's USP was that she had a proven system that allowed her to find clearly undervalued companies – with excellent products and rising revenues. In her newsletter, she gave her readers the EXACT recommendations they needed to buy LOW, beating Wall Street's Fat Cats to the punch. And then she offered the timing they needed to sell HIGH … after Wall Street's ultra-powerful hype machine had whipped up a demand for the stocks into a fever pitch.

So in the closing call to action, the USP was restated in such a way, **"The concept really IS simple: Just find clearly undervalued companies** – with excellent products and rising **revenues – while they're still selling at a fraction of their true value – BEFORE big mutual fund money managers** and trillion-dollar hedge funds **discover them.**

Just do that – and you can't help but grow your money in select undiscovered companies – just like I have over the last two years."

This one is particularly strong because there's a natural urgency – no bull market lasts forever – and if the prospect wants to get in on these likely profits … he needs to act NOW.

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Mix and Match Closing Approaches to Boost Your Response!

Once you're skilled in a variety of the closing elements, you'll be able to mix and match them for a multiplied effect. For example, you can begin by presenting the "you get" list that details all the features and benefits of the offer.

Next, you can provide the logical foundation for the entire promotion. You re-explain how if your prospect had purchased the XYZ stocks at the right time, he'd have a not-so-small fortune right now! Or if he had taken a certain supplement, he would have never had to worry about plaque in his arteries. Or if he'd had access to your proven marketing strategies, he'd have hundreds – if not THOUSANDS – more clients than he presently has.

Then you tell him, "There's no use crying over spilt milk. The good thing is that you CAN still take advantage of these amazing events, nutrients or services … but only if you act fast!"

After that, you can surprise your prospect with additional premiums in a surprising, "But WAIT … There's MORE!" fashion. And don't forget to detail the benefits and reasons why the bonuses will change his life.

Then finally, you can state your main theme or USP and give your prospect very clear reasons why he should act and act now. You want him to feel like there's every reason in the world to jump on this offer – he'd be crazy to pass it up.

This is just one example of mixing different approaches into the closing sequences, try them yourself to see which ones work best for your assignment.

Harnessing the Power of Psychological Agreement for an Added Closing "Edge"

Here's an edge from the legendary psychologist, Dr. Robert Cialdini. Cialdini's research found that people are often persuaded because of their innate value for commitment and consistency. In his landmark book, *Influence – The Psychology of Persuasion*, he describes many great examples of this principle at work.

As mentioned earlier, there'll be times in your close when you can remind your prospect that he's agreed to your main points … SIMPLY by virtue of his reading this far. The trick is to be subtle about it. Even though this IS a very powerful psychological approach – it won't work if you openly say, "Look, since you've read this far, you

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must agree with me … so why don't you just buy the damn product!"

But by making it subtle, you harness the power Cialdini discovered to work almost like magic. Let us explain it a little more deeply, especially since we see it in hot closing copy from a variety of top writers.

Essentially you're saying to your prospect, "Look, in the very short time we've had together, I've shown you why such and such a economic trend is locked in (You agree, right?) …

… And I've shown exactly why this will absolutely slaughter unsuspecting investors (You agree, right?) …

… And I've proved that to insulate your money and grow it more rapidly than ever before, you need advice from someone that has succeeded in this type of situation (You agree, right?) …

… And finally, I've documented how my FREE new report and investor service is the perfect and likely the ONLY way you'll be able to make it through the stock market crash without getting skinned alive (You agree, right?)"

Then you say, "OK, well since we see eye-to-eye on all of this – (implying that he wouldn't have read this far if he hadn't) – then it doesn't make sense to take action on this offer now?"

And *voila!* Your prospect will feel like he'd be inconsistent if he didn't take action.

Remember – usually prospects who disagree with claims or ideas you've presented stop reading the copy pretty early on. So anyone *actively* engaged in the close has almost certainly agreed with the majority of the points you've made along the way. With this approach, you're simply using that agreement to help him make the decision to act and act NOW on the offer.

A Funny Example that Shows You How Effective This Is

One of the most humorous and slightly less ethical examples of this comes from Dr. Cialdini's book. The doctor describes a scenario where a gorgeous young woman, dressed in short-shorts and a revealing halter top comes to his door asking him if he'd take a brief survey.

He lets her in and she begins asking him questions. She asks him: how often he dines out … what kinds of restaurants he frequents … if he goes out to the movies or to music concerts … and several other types of social activities.

And he – wanting to impress this attractive young woman – answered every

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question enthusiastically in the positive. Naturally, he wanted to present himself in the BEST possible light.

At the end of the interview, she calculates some figures and says:

"From the information you've already given me, you could save up to twelve hundred dollars a year by joining Clubamerica! A small membership fee entitles you to discounts on most of the activities you've already mentioned. Surely someone as vigorous as yourself would want to take advantage of the tremendous savings our company can offer on all the things you've already told me you'll do."

Why He Had No Choice But to Accept

Had he backed out at that point, he'd basically be admitting that he was NOT the man-about-town he'd portrayed himself to be. He'd be admitting he was a liar.

So by virtue of his earlier commitment, he had little choice but to accept. The alternative of being seen as a liar (and even a loser) was far more unpleasant than simply accepting the offer.

Hopefully, now you see how the same principle can work for you in your copy, *especially* in the close.

And, of course, your goal is NOT to "trick" your prospect into agreeing with something … only to coerce him into accepting an offer on the basis of that original agreement (just like the young woman did above). We prefer to take a higher road.

Our perspective is this: There's a natural and automatic level of resistance to you as a salesperson, especially in the beginning. Therefore, it's not bad to use commitment to *soften* that resistance. That softening process allows you to make your case for the product to a more open-minded prospect. And if you can present and create a fair, rational agreement in the course of your promotion – then by all means it's ethical to use that agreement as ammo in the close.

In this case you're doing the *right* thing by soothing your prospect – who's got a million and one things on his mind – with the assurance that, "Hey, this makes great sense. It really is in your best interest and since you've stuck with me this far, it must make good sense to you too. Why don't you give it a try *at my risk* …?"

And if you've effectively earned each successive "Yes" and presented a strong case, then this Cialdini principle should work most of the time. It's basic human nature!

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It's Time to Make These Closing Secrets Work for YOU

In every sales-driven profession, the ability to close is everything.

Remember, direct response is all about action. Your ability to get your prospect to actually respond to your ad – meaning to physically take out his wallet and order – is the only real measure of your success.

And much of this success hinges upon your close. It's that simple.

Fortunately, you now know more about closing than virtually all the other copywriters out there. And you have a proven, step-by-step process for closing the sale … no matter what your product … what theme you've chosen … no matter what factors you're faced with.

Follow the steps outlined on the next page … put plenty of time and energy into your closing copy … and you'll find the difference in your results to be staggering.

We promise.

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Action Steps

17

Closing Copy

Your closing copy is that crucial home stretch of your promotion. It's where you take all of the interest, desire and belief you've built up throughout the process – and you channel all of it into action.

And the desired action is obvious: *To buy your product*. That's the sole purpose of your close – to drive the prospect to immediate action. If you fail to do this – even though you may have done everything else right – nothing else really matters.

1. Now move from your argument and body copy … to your Close, by following these simple steps:
    a. Repeat your main benefits.
    b. Present your guarantee.
    c. Ask for the sale.
    d. Tell them *specifically* what to do.
    e. Include a powerful P.S.
        i. Introduce a new fast-reply bonus to create added urgency.
        ii. Introduce a "call in" bonus that he gets *only* if he calls in his order.

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iii. Reveal another *free* bonus he'll get, however he responds.

iv. List some of your most powerful testimonials.

v. Push even more for the sale and give additional reasons why it's in his best interest to act *now.*

vi. Restate the guarantee.

f. Use sidebars to enhance the close.

i. This is a screaming hot deal too good to pass up.

ii. There's absolutely nothing to lose and everything to gain.

iii. You've proven this in every way possible.

2. Whenever possible, remember to apply a Theme to your Close:

a. The "crossroads" close.

b. The "logical restatement" close.

c. The "reasons why" close.

d. The "don't go IT alone" close.

e. The "simple restatement" close.

f. The "but WAIT … there's more" close.

g. The "USP" close.

Your close should be written as the extension of your body copy – the final home stretch. Once you've written a close you're happy with, here's how your running document should be ordered …

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1. Headlines

   Headline/Deck Copy Variation #1
   Lead copy
   Headline/Deck Copy Variation #2
   Lead copy
   Headline Deck Copy Variation #3
   Lead copy

2. Body Copy (the polished, "conversational" version of your argument with excellent transitions and flow from point to point)
3. Bullets inserted at key places in your body copy
4. Closing copy
5. Excess Research
6. Excess notes from the work you did in other chapters

Once all this is in place, you can finally write your guarantee.

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Quick-Start Copywriting System

18

10 Ways to Boost the Selling Power of Your Guarantee

In this Chapter …

- The deeper, underlying psychology that creates effective guarantees (when you understand this, you'll naturally sidestep many of the most dangerous mistakes other marketers make in this area) …
- 10 steps that take you from a blank page to a guarantee that outshines anything else in your market …
- Easy-to-steal examples from some of the most powerful guarantees ever written …
- And so much more!

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It's no mystery to insiders.

In fact, you'd probably agree, that there isn't a person on this planet, let alone a direct marketer, never having heard of a "guarantee."

But here's the catch: While just about everybody's heard of them, *precious few* writers and marketers know how to craft a guarantee that takes FULL, 100% advantage of its remarkable selling power!

And that's precisely what this chapter is all about.

By our last page together, you'll have a wide variety of ways to quickly boost the potency of your guarantee copy, thereby … adding credibility across the board – to your products, your company and your spokesperson … you'll know how to soothe even the most skeptical prospects … you'll easily reinforce your best benefits and USP … and best of all – if you implement these strategies in real, live promotions – you'll make a boatload more sales in the process!

You see, up to this point, you've constructed the majority of your promotion. You've hopefully gotten clear on so many things:

» You've gotten to intimately know your product, prospect and market …

» You've studied the competition, and refined your offer accordingly …

» You've uncovered and dimensionalized your benefits …

» You've *proven* those benefits to the best of your ability …

» You've figured out the strongest Big Selling Idea, and the theme strategy you're going to use to showcase it …

» You've constructed a logical argument, based on your Big Selling Idea … your key sales points, that stands as the architecture for your ad …

» You've learned how to make your body copy fast-paced and electrifying, with momentum secrets …

» You've written tantalizing bullets, that you can insert at key places in your promotion …

» You've discovered how to adapt your headline according to the awareness and sophistication of your prospect and market (including how to make that headline emotionally irresistible) …

» And you've crafted closing copy that smoothly and seductively pushes for the sale …

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That's a lot. But now it's time to finish the last few elements of your promotion, specifically your Guarantee.

The Deeper Mindset: Guarantee Psychology 101

In order to maximize the selling power of your guarantee, you first must grasp the underlying psychology.

The primary thing to realize: In any given transaction between two parties, there will *always* be risk present. Quite often, one side will be asked to assume the brunt of this risk.

For your prospect, the biggest risk he has is *believing* what you promise him. In essence, you're asking him to have faith that what you're telling him is true – sight unseen – that he'll experience the numerous benefits you're promising within your sales copy.

Don't fault him for this. In an age where so many false promises are made – and at a mind-boggling volume – he has to be very careful about accepting *anything* you tell him. Even if you happen to have lots of other proof and credibility elements present.

You see, he knows you're trying to sell him something. He knows any salesman will always be putting his best foot forward. And like anything else, he knows that even "proof" can be falsified.

Just look at it from his perspective. What happens when he faithfully gives up his money for your product – what if, like so many others, it doesn't do *everything* you said it would?

This is one of the most constant, dominant fears facing anyone who makes a buying decision. And it's why the whole concept of a guarantee emerged in the first place. Recognizing that the fear of risk was one of the largest barriers to making a purchase decision, smart marketers began *actively reducing* this risk.

To this day, that's the primary function of the guarantee. To make your prospect feel safe and secure that he'll get everything you've promised him, or his money will be refunded.

He doesn't risk a penny.

It's Time to Take Your Guarantee Psychology One Step Deeper

As crucial as risk relief is, it's only the first consideration in writing your guarantee copy. There are additional layers – which, believe it or not – can multiply the impact of your guarantee copy. Often by two or more times!

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For example, your guarantee should also be treated as an expression of your confidence in your product. Think about it like this: Have you ever been arguing with somebody about something … gotten fed up … and then said something to the effect of this, "Hey, if you're soooooo *sure* of what you're saying, why don't we bet on it?"

If a person agrees, it's a strong sign that they're actually *confident* about their point. We know talk is cheap, but when someone's willing to put *real money* on the line – actually risking something of value – then it changes things. They're "putting their money where their mouth is."

Now think about your guarantee. In a sense, your promotion is akin to a scenario where you and your prospect are having a conversation – even a debate – about whether or not your product will work. You're telling him that your product or service is sure do to XYZ for him. And he's got his inner skeptic saying, "Yah, right. What a liar you are."

But when you make a strong, believable guarantee, you're essentially putting money down on the table. Now you're risking something tangible – something of measurable value.

And that's precisely why it can be far more persuasive than even the strongest credibility elements. Of course, that's the secondary function of your guarantee – *credibility.*

Proof and credibility elements tend to make your prospect feel safe, like he can trust what you're saying as true. And in a sense, your guarantee is arguably your most supreme credibility element because of its bold ability to create the feelings of trust and security.

And That's Only Just the Beginning …

If you're like many copywriters, you've probably wondered the following: Why doesn't anybody (with even an ounce of interest) buy something when it comes with an "Unconditional, 100%" Guarantee?

After all, there's *nothing to risk.*

Psychologically, it's an interesting question, isn't it?

But here's the answer: Because your prospect also has other feelings and desires at work. In addition to fear of risk, he also hates to be hassled … wants everything to be as quick and easy as possible … strongly dislikes confusion … and more.

Essentially, your prospect knows the same thing that you do. Namely, that even if he's dissatisfied and can undoubtedly get 100% of his money back, he probably won't. He knows he'll

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probably forget … or get too busy … or it will be too much of a hassle … take too much time … other tasks will take priority … and so on.

We've all had items that we purchased, broke down, and then failed to return, simply because we were too busy.

That's why these other negative feelings and desires must be addressed in your guarantee in order for it to fully work. Your prospect doesn't just risk money when he buys – he also risks time, hassle, discomfort, embarrassment and more. Not addressing them weakens its power considerably.

In fact, Clayton has 10 distinct steps he uses repeatedly to make his guarantees cover all the bases. And at this stage in his career, he's fortunate enough to have enough power with clients to get nearly all of them implemented, in every promotion he writes.

Of course, you may not always be so lucky. If your client is resistant to making a strong guarantee, then do the best you can. The more of the following steps you include, the more effective your guarantee will be. It's that simple.

It's a Win-Win Situation for Virtually Everyone Involved!

As you've probably already heard before, strong guarantees nearly always increase sales. For every scammer that takes advantage of your liberal guarantee policy, you'll get five honest prospects to say "yes" – when they otherwise would have been too nervous or skeptical to buy.

This has been proven time and time again in scientific split tests.

Plus, there's another reason to do it.

The reason why YOU – as a copywriter, marketer or business owner – must offer a powerful guarantee is that it not only increases your immediate sales … it increases your customer's *lifetime value*.

Remember, it's very, VERY hard to make money these days on a "one shot" sale. Besides, why would you want to? Unless you're a crook, the real money in direct response marketing is almost always on the back end.

And that means you'll need to make sure your customer *stays happy* about everything he receives from you. When you offer short, weak guarantees – buyer's remorse will happen quite often. He'll resent buying from you and repeat sales will be more difficult.

But making a very powerful long-term guarantee helps him to trust you for years on end – making it much more

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likely that he'll become a happy, long-term customer.

This is especially true if you have multiple products. Even if a customer returns one of them, if his refund experience is positive, there's a good chance he'll do business with you again on another one of your products or services.

Therefore you're nursing and protecting that customer's potential to become a long-term, highly profitable income stream. It really does pay to think long-term when crafting your guarantee.

Now let's dive into the various steps …

Step # 1: Repeat, Reinforce and Summarize **Your Main Benefits**

Your guarantee is a great place to summarize and emphasize the most powerful benefits your prospect can expect to receive when he buys your product.

But why not take it one step further? Turn your guarantee into a powerful proposition. Tell your prospect that he MUST experience the key benefits you're promising him in your promotion – otherwise he doesn't owe you a thin dime.

Why does this work so well? Mostly because your prospect will see that you're not just promising him his money back – or some vague idea called "satisfaction" – you're wagering that he'll experience every positive benefit you've promised.

Psychologically, there's a huge difference between this and a simple money-back guarantee. On top of standing behind your benefits, you're also increasing the likelihood your prospect will experience them. After all, he'll be looking for them and confidently *expecting* them.

Here's an example of weaving powerful benefits into a guarantee, and turning it into a proposition:

*****

The Weiss Unconditional Money-Back Guarantee

If the world were a fair place, investment advisories would only make money when you do. So I'm putting my money where my mouth is.

THE SAFE MONEY INVESTOR SERVICE is guaranteed to save you – or MAKE you – an extra $5,000 in the next 12 months.

If not, just cancel … keep everything you've received … and I'll personally rush you a full refund!

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Use the enclosed certificate or dial Toll-Free 1-800-ABC-DEFG … join me now … and I'll rush you your FREE investment guides, the next issue of *Safe Money Report*, your password to access my Safe Money Website, and other membership materials to you.

Take as long as you like – right up until the very last day of your 1-year membership – to use your money-saving, money-making tools and to put me to work for you.

Then you decide: You must be completely convinced that the Safe Money Investor Service will save you or MAKE you at least $5,000 in the next 12 months – or I'll rush you a complete refund!

I want you to keep everything you've received from me without cost or obligation.

Sincerely,

Martin D. Weiss, Ph.D.

President, *Safe Money Investor Service*

*****

As you can see here, the benefit of making or saving at least $5,000 is turned into a powerful proposition: You must make this amount of money (or more), otherwise you pay nothing – PLUS you keep a host of powerful bonuses for your time and trouble.

Also, notice the unique advantage of focusing on a *tangible, measurable benefit* that your prospect can easily verify. This gives the guarantee added power because you're inviting him to test out your promise – and you're making yourself accountable to the results.

This is one of the most credible things you can do in marketing or in life – because inviting somebody to test out your claims or promises *demonstrates* an extraordinarily supreme level of confidence.

(If you read Chapter 5 on Proof and Credibility, you also know that demonstrating your product's benefits is one of the most powerful forms of credibility on the planet.)

Bottom line: As you'll see in virtually every example in this chapter and Figures 18-1 to 18-8, make sure your guarantee emphasizes the core benefits of your product. Then, if there's any way you can take it the next level and make your benefits *tangibly verifiable* – then do that too!

This could mean guaranteeing your product will measurably lower his

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blood pressure … drop his cholesterol level a certain number of points … that he'll make a specific amount of money online … you get the point. Guarantees that are supremely bold in this regard, stand out and put your prospect at total ease when considering whether or not to buy.

Step #2: Make It Personal

By its very nature, a guarantee has the opportunity to be a highly *personal* message. Maybe the most personal element of your entire promotion.

That's because it's essentially an agreement to hold up "your end of the bargain." You're promising that what you're saying is true, and you're saying that – in the unlikely event that things don't work out – you have your prospect covered.

And as you'll soon see in Chapter 21 on "Bonding with Your Prospect" – one of the most effective strategies ever discovered – what big corporations have immense trouble doing – is to make your promotions highly personal. To give them that warm human touch.

As an example, here's a guarantee written by a copywriting superstar Doug D'Anna – for a retirement newsletter by famous advocate, Pete Dickinson – that puts this personal connection into words:

*****

Handshake Guarantee

Remember when a man's word was his bond? When you made an agreement and you just "shook" on it. You didn't need anything more. Frankly, I miss those days. I still like to do things the "old fashioned way" – on a handshake.

… So, in keeping with the spirit of those simpler days, here's my Handshake Guarantee. It's the same honest agreement I've made with every friend I've helped along the way:

You must be impressed and delighted with every issue of *The Retirement Letter*. It must make your life richer and your future brighter. You'll look forward to each monthly visit and feel as though each issue helps you on your road to a richer retirement. If not, just drop me a line in the next three months and I'll mail your money back to you. Every penny.

Later on – even after your first 90 days as a subscriber – I

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want to make sure you're happy with your subscription. If you change your mind for any reason, I'll send you a 100% refund on all remaining issues.

Either way, you keep all your free special reports and issues of *The Retirement Letter* you've received. That's my way of saying "Thanks for giving us a fair try."

You may think I'm going way out on a limb by offering such a strong guarantee. I'm not, really. Most folks like *The Retirement Letter* so much, they stay on for years. I hardly ever get a refund request. When you deliver what you promise, people stick with you.

… So is it a deal? I hope so!

Pete Dickinson

*****

This example has several very important things to notice:

1. It was written decades ago, so the "strong" guarantee really isn't that strong. There are mailers that allow a person to get a FULL refund on all issues (mailed and unmailed) for up to one full year, plus keep all the bonuses. But at that time, it was much better than average.

2. It takes advantage of Pete's "celebrity status" with his readers, making the guarantee an ultra-personal message from him to them. This is a very powerful point. When you've built up immense trust and rapport with your readers, prospects and customers, putting your guarantee in the voice of your chief spokesperson multiplies its impact.

   If you're someone who's built up a strong relationship with those on your list – or you're writing for someone who's done so – don't be afraid to emphasize this via your guarantee. It will multiply the sincerity and overall credibility of your promotion.

3. Tailor the name and overall style of your guarantee to your prospect niche. In the example above, the idea of a "handshake" and phrases like "remember when a man's word was his bond" perfectly match the prospects reading this promotion. These are older individuals – 60, 70 or even 80 years old – and mostly men – who resent many of the changes they've seen in the world. They wish they could return to the good old days.

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And Pete's sincere guarantee nostalgically brings them back.

Just like this, also look for ways to echo your prospects feelings and state of mind. When you do this, you make your guarantee much more memorable. And when it comes time to order, that assurance will stay in his thoughts, making it easier for him to say "yes."

For another successful example, see Figure 18-1.

Step #3: Weave Your USP Into the Mix

Another powerful use of your guarantee is to reinforce your USP – the quick explanation for why you're offering him a uniquely superior solution to his problem.

Often times within guarantee copy, you'll see it say something to the effect that, "You must agree this Widget is the very best (or ONLY) way to achieve [a certain set of benefits.]" And then if the prospect finds a lower price … a better way to make money … a faster way to clean out his arteries … *anything at all* which contradicts the USP … he gets all his money back.

And this makes your USP so much more believable. Again, you're backing it up with more than mere words.

Just look at this example from Health Resources, written by million-dollar copywriter Kent Komae:

*****

My personal guarantee means you don't risk one cent!

Here are seven things I guarantee you'll get by subscribing to *The Bob Livingston Letter* and one thing you'll never get:

1. The "other side of the story" on **today's biggest health and wealth** issues. The unvarnished truth you won't hear from Big Government, the Big Medical Establishment and Big Financial Institutions.
2. **The straight facts on the biggest** news stories. The news behind the headlines on fighting terrorism, the true economic state of America, shocking new government regulations and more.
3. **Specific action points.** What independent minded thinkers are doing now, to protect their health and preserve their assets. Step-by-step guidance.
4. **Money-saving tips.** How to get the best of health and wealth for less. Never pay full price again.
5. Special alerts and warnings. You'll be among the first to know

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Figure 18-1

...You've read sincere letters from real customers who experienced a return of health... unleashed abundant energy even in their 90's... and regained their sharp mental edge with this amazing formula.

Now, it's time for you to decide.

The simple fact is, if any drug company in the world had a patented product with so many benefits, they'd charge an arm and a leg for it. But for pennies per capsule, Essential Youth™ just may be the best bargain around.

Please remember—you have absolutely nothing to lose by accepting this generous 100% RISK FREE offer from True Health™.

More than that: You must personally experience significant, dramatic, age-defying improvements in your health.

If not, simply return the unused portion of Essential Youth™—even if it's the very last capsule in your very last bottle. All the gifts you've received are yours to keep absolutely FREE of charge.

I urge you: Accept this remarkable offer. **Call TOLL-FREE** now, and True Health™ will rush Essential Youth™ and your FREE gifts to you.

Or if you prefer, just turn to page 23 of this report and use the handy order form. Either way, you're taking your first step towards decades of vibrant and healthy living!

Yours for ageless health!

Michael Cutler M.D.

Michael Cutler, M.D.

P.S. If you value your hard earned money, why not make it S-T-R-E-T-C-H even farther!

Take advantage of the 12-month offer and get Essential Youth™ for the LOWEST PRICE per bottle available! Plus, you'll receive all 7 healing reports—worth $139.65—absolutely FREE! And don't worry...

...You're still protected by the 100% unlimited satisfaction guarantee! So stock up now and save a bundle! Call TOLL-FREE right now to get your introductory pack and your FREE gifts!

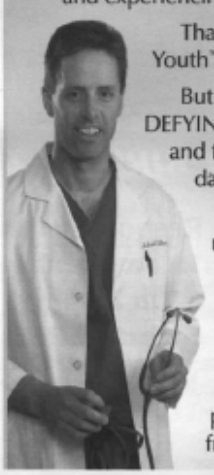
Next page, please...

FEEL 10 YEARS YOUNGER!

My 100%, No Bull Money Back Guarantee

I'm fed up with products claiming they're "anti-aging." I'm not ANTI-aging. Are you?

Aren't you proud of the decades of accomplishments under your belt... raising a family... building a career... traveling the world... and experiencing the wonders of life?



That's why I can tell you this: Essential Youth™ is NOT an anti-aging product!

But Essential Youth™ is about DEFYING your age—helping you look and feel decades younger than the date on your birth certificate...

...And helping you experience many more years of healthy and vibrant living!

That's why my formula contains 17 specially selected nutrients that work together to keep you thinking sharp as a tack... protect your body from dangerous free radical damage... and slow aging to a crawl!

Essential Youth™ is helping me reach my fifth decade of life with more energy than I had when I was in my 20's! And I'm certain it can do the same for you too!

Here's my promise to you: Give Essential Youth™ a fair try. Take it for as long as you like.

If you don't feel at least 10 years younger after using this amazing age-defying formula, simply return it for a full refund. No if's... and's... or buts!

And you can keep all the FREE gifts you received as a thank you for giving Essential Youth™ a try!

I think that's fair, don't you?

Just call TOLL-FREE right now and send for your introductory pack of Essential Youth™.

Thank you.

Michael Cutler M.D.

Michael Cutler, M.D.
Medical Advisor, True Health™

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what's coming down the pipeline that could put your health and wealth at grave risk. And easy ways to protect yourself and your future.

6. **Everything you need to live independently healthy and wealthy.** I guarantee *The Bob Livingston Letter* will make you healthier and wealthier on your own terms – or your money back. All of it – even if you cancel on the last day of your subscription term. Plus, you can keep all the Free Special Health and Wealth reports with my compliments.

7. **And the one thing you'll never get: Hype.**

Bob Livingston

*****

What's really powerful about this guarantee is how strongly it differentiates itself from others. It's not like the others that purely promise "money-back" or "quality" or "satisfaction" – he's guaranteeing that you'll experience everything that makes *The Bob Livingston Letter* different from anything else on the market.

Another great example can be seen on Figure 18-2. In this case, the guarantee and the offer play a big role in the USP. Notice how the copy dramatizes the difference between what you'll get from ordering this product – that you can never get at bookstores.

So start thinking about how you can carefully combine your USP with your guarantee. In a way, you're taking it one step further than the previous step, because your USP presents a *unique collection* of benefits in a tightly worded, memorable series of sentences. The net effect? Your prospect has greater conviction that you--*and you alone*--are the key to his desires.

Step #4: Offer the Most Effective Time Period

Generally speaking, the longer your guarantee period, the better. But it would be overly simplistic to say that you should *always* offer the longest period of time, no matter what. As usual in business, the words "always" and "never" can be deadly.

Maybe you're in a market with lots of scammers or dishonest people. Perhaps too lenient a guarantee would invite lots of short-term problems for you. The male potency market is one such example.

With this problem, how do you know what time-period to attach to your guarantee? Answer: TEST! If you get

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Figure 18-2

(...continued from page 14)

TRY IT FREE.

Mail the Free-Gift Card on page 18 to receive **Prevention's Shortcuts to Big Weight Loss FREE** for 21 days.

Reply now and you'll also receive a **FREE GIFT,** *Go for the Glow.* Your free gift is truly free. You never pay for it. Not one penny.

It's an incredibly generous offer—and one that you won't find anywhere else.

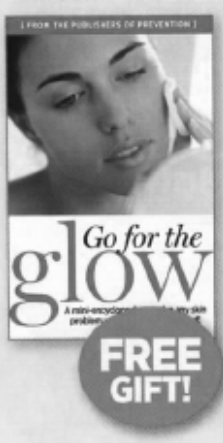
Why wait? Why not fit into your clothes better? Why not look trimmer, fitter? Why not feel amazing? It's all so easy—and you can see if you like it **FREE.** Just mail the Free-Gift Card on page 18!

Cordially,

Kathy LeSage

Kathy LeSage
Senior Editor

P.S. FREE GIFT! *Go for the Glow* is yours free, just for taking a look at **Prevention's Shortcuts.**

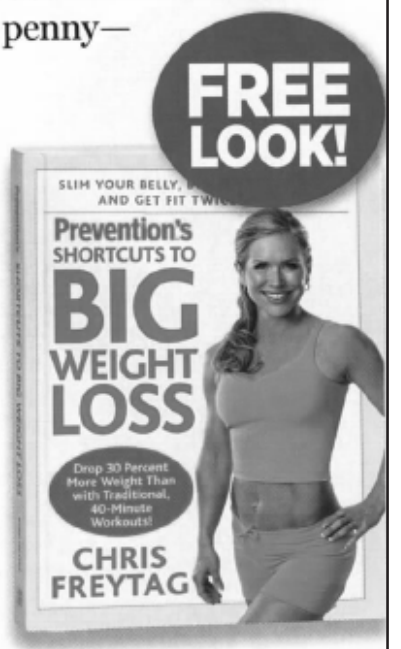


Astonishingly easy ways to de-wrinkle, de-blemish, de-age your skin. Works in every layer of your skin. Hurry! Quantities are limited. Just mail the Free-Gift Card on page 18.

Here's the Skinny on Our Exclusive Offer:

✔ **FREE 3-week trial:** NO bookstore lets you take a book home and use it for 3 full weeks before paying a single penny—BUT WE DO...

✔ **Return it—NO questions asked—with no further obligation:** NO bookstore lets you return a book in 3 weeks without owing a cent—BUT WE DO...



✔ **Easy, interest-free monthly installments:** NO bookstore offers easy, interest-free monthly installments to pay for a book—BUT WE DO...

✔ **Lifetime guarantee:** NO bookstore guarantees their book for life and will return your full purchase price at any time, no matter how long you own the book—BUT WE DO...

Try Prevention's Shortcuts to Big Weight Loss FREE for 21 days!
JUST MAIL THIS FREE-GIFT CARD TODAY.

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too many refunds by offering a longer, more aggressive guarantee, then find that sweet spot where your returns will be in an acceptable range. Maybe it's 60 days … 90 days … 6 months or some other number.

But to understand why longer guarantees usually work much better – both on the side of sales (you'll often get more orders with a longer one) and the side of returns (you'll generally get fewer returns) – it's important to look at things from your customer's perspective.

Psychologically, the longer your return period, the more protected he feels. He'll naturally assume that there's a lower chance – if he winds up dissatisfied – that he'll miss the deadline to send it back, ending up stuck with the product.

But more importantly, once he has your product in hand, a longer guarantee period allows him to relax his sense of urgency about returning it. To understand this, think about the opposite: When you have a *short time* to consider keeping a product you've ordered, you'll naturally feel rushed. Knowing that the deadline is looming, you're going to be hypersensitive about making a quick decision.

And even if you have an ounce of doubt about the product's quality or your own personal satisfaction with it, you'll quickly send it back just to be on the safe side.

But when you extend the guarantee terms, you put the power of procrastination on your side. You actively remove any sense of urgency he has about making a decision. Just like a term paper, tax deadlines, bill payments or anything else, when the due date is far away, people relax and forget about it for long periods of time.

This is almost always what happens with extended guarantees. Your customer puts off making his ultimate decision – and then he either has sufficient time to see that you've sold him a really great product (the ideal case) … or, even if he's not overjoyed, he forgets about returning it (the less ideal case).

But either way, you benefit. (Remember: Even if your customer wasn't thrilled with the product, you gave him an extended option to return it – you did *your* part, and that's commendable.)

This kind of guarantee can be so effective and confidence inspiring that Rodale – one of the largest direct response book publishers on the planet – offers a lifetime guarantee on their books. Here's an example:

*****

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When we say FREE trial,
we really mean it!

When you detach and mail the certificate below, we'll send you a hot-off-the-press copy of *Win the War Within* for 21 days FREE, plus you get five FREE *Prevention* Health Guides.

If you're not delighted with *Win the War Within*, simply return it at the end of the preview period and YOU pay nothing. The five *Prevention* Health Guides are yours to keep forever!

GUARANTEED FOR LIFE: If you decide to keep *Win the War Within* and you are not satisfied, you can return it any time – even 20 years from now – and get a full refund of your purchase price. Fair enough? So go ahead. Act now! You have nothing to lose!

*****

Notice how disarming this is. Don't you sense the immense feeling of safety and security that's bestowed on the prospect with this kind of guarantee?

One of the things that Clayton consistently does with his exclusive clients is get them to adopt longer time periods.

Remember what we said about long-term, lifetime value. Put yourself in the shoes of the rare customer who happens to return a *Prevention* book (like the example above) years later. How impressed are you going to be that you can still return it? Won't it solidify the unique benefit of dealing with Rodale?

For a good supplement example, see Figure 18-3. Notice how it's differentiated from other guarantees the prospect is likely to have seen.

And that's the whole point: More sales … greater long-term satisfaction … and maximum profitability!

Step #5: Let Him Know There Are NO STRINGS ATTACHED

Another big objection your prospect will have is whether or not your guarantee has *conditions*. We all have an inherent fear when it comes to fine print. And if you're like most people, you have your own personal horror story about thinking you were covered with a guarantee … and then getting *burned* by the fine print.

That's why it's absolutely vital to make sure that you assuage this fear in your guarantee copy. Make it clear what the terms are. Let him know that there's

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Figure 18-3

lowest prices on all NorthStar products. We won't sell *Prostate Defense*—or any other product for that matter—to anyone else for a penny less. No one else gets this incredible price break…only *new* HSI Members.

2. **12-month GUARANTEED PRICE HOLD:** As a new Member of *Health Sciences Institute*, you'll have the opportunity to lock into NorthStar's lowest prices for at least 12 full months. This is a big one…because in our line of business, the price of rare or endangered plant extracts can sometimes double in a month. But as a *new* Member, you're guaranteed the same, low price for at least 12 full months when you enroll in our FREE, convenient SmartShip Program (see below for more details). And you'll be protected against market blackouts and inflation.

3. **RETURN JUST ONE CAPSULE OF PROSTATE DEFENSE ANYTIME FOR A FULL REFUND—INCLUDING SHIPPING AND HANDLING!** New HSI Members literally have nothing to lose when they try a NorthStar Nutritionals product. You'll get a full 100% money-back guarantee (including shipping and handling) on anything you buy from us.

   This means that you can buy a bottle of *Prostate Defense*, use all but one capsule, and then leave it in your cabinet for a year. If you're not convinced that PROSTATE DEFENSE is working….if you don't start peeing like a fire hose…if you don't feel your manhood finally returning…and if this isn't the greatest prostate breakthrough you've ever come across…then send it back to us at anytime with just one pill in the bottom. You'll still get *all* your money back, even what you spent a year ago on shipping and handling. Plus, this money-back guarantee is good for a year, 10 years, or whenever! The guarantee never expires as long as you have one pill left in the bottle!

   Most supplement companies offer pro-rated return policies based on how much of the product you've used. And they only offer it for 30 days. They wouldn't dream of giving you back the money spent on shipping. But as a *new* HSI Member, you've got all the time in the world to try our products. Our offer never expires. And if you're not happy with the product—which I highly doubt will happen—you can get back every penny you spent. You've literally got nothing to lose by giving *Prostate Defense* a try.

4. **FREE SHIPPING:** When you buy a 6-month supply or more of *Prostate Defense*, new HSI Members get free shipping! That saves you $29.70 over 6 months or $59.40 over an entire year!

   Or, you can sign up for our FREE SmartShip program and save even more money. It's simply the best, most convenient, and economical way to buy your supplements. Here's how this free service works:

   - Every 30 days, a fresh supply of your supplements is automatically shipped to your door and billed to the credit card you use to order today.
   - You're guaranteed today's low price for at least 12 full months. So, even if the price doubles, you're locked in at today's low price for an entire year.
   - Free shipping! A savings of about $60 a year! Of course, you can cancel your SmartShip delivery at any time just by calling our toll free number,
   - Flexible delivery schedule! If your second shipment comes a little too soon or too late, just give us a call, toll-free, at and we'll be happy to tailor your schedule to best suit your needs.

5. **$60 NEW-MEMBER SAVINGS COUPON!** NorthStar Nutritionals normally sells *Prostate Defense* for $269.40. But new HSI Members get our rock bottom prices. Use your $60 New-Member Savings

over, please…

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no secret clauses … fine print … or exceptions to your agreement with him.

There are a variety of ways to do this. Just watch how this is done in a Boardroom promotion …

*****

Our "Anything Goes" GUARANTEE

Dear Friend,

Don't just look at your FREE-PREVIEW copy of *THE Bottom Line Book of FREE-BIES.* Use it! Even share it with your friends! And please, start calling the secret numbers and claiming as many FREEBIES as you want! Never mind if the pages get ripped or coffee-stained! You're using it, right? And that's FREE!

If you don't agree this is the most incredible resource of FREE and NEARLY FREE STUFF ever published, just send it back at the end of your 30-day preview and owe nothing. Keep your FREE GIFT forever, no matter what. Fair enough? So take your first FREEBIES now! Mail your FREE-PREVIEW CERTIFICATE today!

Sincerely,

Marty Edelston

*****

The phrase "never mind if the pages get ripped or coffee-stained" gives you such a vivid picture of how unconditional this guarantee really is. No catches or strings.

Step #6: Use Lots of Power Phrases

Along the lines of the previous step, well-written guarantee copy uses powerful expressions that dramatize its *unconditional nature*. For example, look at these examples and see if you can find such phrases …

*****

Return It ANYTIME For A FULL REFUND: We can only make this offer because we've made sure that *The Bottom Line BARGAIN BOOK* is so indispensable you'll never want to be without it. But if you ever disagree – whether it's 30 days or 30 years from now – just return it to us for a full, no-questions-asked refund of every penny you paid. (You can see the full text of this on Figure 18-4.)

Here is another example …

P.S. Don't miss out on this 1-year money back guarantee. Dr. Quillin is the real deal. I'm

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Figure 18-4

THE BOTTOM LINE PROMISE:

Here At BOTTOM LINE, YOU'RE THE BOSS!

Dear Friend...

Our commitment is to give you easy-to-use tools that save you money, time and frustration while they free you to enjoy the kind of life YOU want to live.

And over the past 30 years, we've revealed hundreds of thousands of little-known, insider secrets that are now helping our more than 2 million customers do just that.

As part of that commitment, we use 5 unique safeguards that keep you in complete control, and assure ***your unconditional satisfaction*** with every book we publish — or your money back.

1 FREE and Easy Ordering: Just return the Reply Card opposite this page in the enclosed postage-paid envelope.

2 101 MORE Secrets FREE — Just For Looking: Reply now, and you'll also receive *Personal & Confidential MONEY SECRETS* — FREE!

3 FREE 14-Day In-Home Preview: Take 14 days — two full weeks — to discover *The Bottom Line BARGAIN BOOK*... use its secrets to save a bundle...and even share it with friends.

4 If You Like What You See, Do NOTHING: You must agree that *The Bottom Line BARGAIN BOOK* is the best bargain of all — saving you hundreds of times its low cost.

If so, just keep it and keep on saving! We'll bill you at the special Introductory Discount Price in three easy installments. Otherwise, simply return it at the end of 14 days and OWE NOTHING!

Of course, your FREE copy of *Personal & Confidential MONEY SECRETS* is yours to keep in any case.

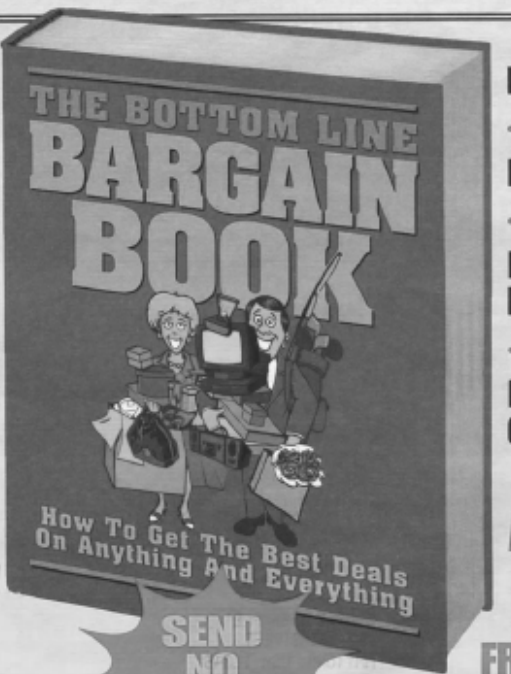
5 Return It ANYTIME For A FULL REFUND: We can only make this offer because we've made sure that *The Bottom Line BARGAIN BOOK* is so indispensable you'll never want to be without it. But if you ever disagree — whether it's 30 days or years from now — just return it to us for a full, no-questions-asked refund of every penny you paid.

Please — send for your FREE preview of *The Bottom Line BARGAIN BOOK* today!

Martin Edelston

Martin Edelston, Publisher

- **FREE — And Almost Free Stuff!** ...*Page 17*
- **Great Deals On Recreation!** ...*Page 35*
- **Savvy Shopping Secrets!** ...*Page 79*
- **Cutting Back Travel Costs!** ...*Page 121*
- **Get The Best Deals On Real Estate!** ...*Page 167*
- **Household Bargains!** ...*Page 189*
- **Staying Healthy For LESS!** ...*Page 213*



- **Cheap Eats!** ...*Page 237*
- **Auto Discounts!** ...*Page 257*
- **Cutting Your Financial Costs!** ...*Page 281*
- **Cutting Education Costs!** ...*Page 303*

And MORE!

Just Mail Your FREE PREVIEW CARD NOW!

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so convinced that you can benefit from his 7-step program, I want you to keep *The Diabetes Improvement Program* for one full year. Read it. Dog-ear it. Try the recipes. Loan it to your doctor. If you don't find the life-giving information makes a real difference in your life in three weeks or even after a full year, then I insist you return it to us for a full refund of the purchase price. No questions asked. It's that simple, so order your copy today!

*****

The obvious ones are … "no-questions-asked" … or "dog-ear it" … but there are countless others you can use, such as …

… "If you're not 100% satisfied" … "for any reason" … "for no reason at all" … "no bull" … "no explanations necessary" … "no hard feelings" … and anything else that communicates that there's absolutely NO REASON why your prospect's refund request will *ever* be denied. This almost instantly quells his fear of hassle.

Equally important is to communicate the perspective that it's very, VERY likely that the transaction will result in full, 100% satisfaction. And there's only a remote chance that he'll be disappointed. Common sense, right? But countless copywriters, will start paragraphs in their guarantee copy with sentences like … "If you're dissatisfied …" and it almost sets up the expectation that this will be the case.

Master copywriters like Clayton, Parris, Gary and others will usually present their guarantee – dimensionalize it's power – and then use phrases that essentially say, "But hey, this product is so damn good … so proven … you won't really need this guarantee, anyway. But I'm putting it out there just so that you feel protected."

Phrases that help communicate this A-writer perspective are … "you must be delighted" … "you must be thrilled" … and then when it comes time to address the possibility of a return, use adept ones like … "in the unlikely event that you" … "if you ever disagree for any reason" … "you must be thoroughly convinced or else …" … and more.

This way, you're telling your prospect: (1) I believe you'll be absolutely thrilled with my product … (2) you MUST fully agree, and be ultra-happy with your purchase … but (3) in the unlikely event that you're not, you'll get every penny of your money back!

Step #7: Emphasize that Returns Are EASY

The next vital component is the

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related idea that – in the unlikely event that they need a return – it will be simple. And *easy*. You want it to sound like all your prospect needs to do is call and he'll quickly get his money back.

There's nothing that aggravates a customer more than making it difficult to get his money back. Sadly, many companies discovered the fact that the word "guarantee" alone would boost their sales – and then – if they made the process of getting a refund long and hassle-filled – they'd get very, very few returns.

But this is a serious case of shortsightedness. A customer that once trusted you because of your guarantee … found out that the product did not live up to the promises and expectations … and then unpleasantly discovered that it was a huge hassle to get his money back … will NOT be happy.

He'll feel duped. Disgusted. And he'll probably never want to ever do business again.

We've all had this feeling before and there's such a lack of trust that occurs. If you're a smart direct marketer, banking on the long-term relationship with your customers, then you see how silly this is.

On Figure 18-5, you'll find a guarantee that does this extremely well. If you look at the second paragraph, you'll notice it says:

*****

> After trying the plan for 28 days, if you're not completely satisfied, simply cut out the label and place it on the package the plan came in, along with your original paperwork. We'll pay the postage to return the package, and take care of all the crediting fees, so you have nothing to worry about.

*****

Then you can also see the simple illustration of how to send the book back right below the guarantee box. It's makes the whole process seem so simple and painless.

Of course, even though this kind of guarantee is best suited for books, you can do some variation of it – for virtually *any* product. In fact, if you're selling any item over $100, why not experiment with the idea of sending out a UPS or FedEx "call tag" in the unlikely event your customer needs to return the product? (This is where a UPS or FedEx driver will come by and pick up the product, along with an addressed shipping label of where it's supposed to return.)

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Figure 18-5

SHED 10 POUNDS OF FAT IN JUST 28 DAYS—GUARANTEED!

Your satisfaction is 100% guaranteed with ***The Powerfood Nutrition Plan***. In fact, we guarantee that if you follow the plan exactly as it's outlined in the book, you'll achieve 10 pounds of "stubborn midsection" fat loss in just 4 short weeks. What's more, you'll fuel your body to finally achieve the body you've always wanted. More muscle where you want it. Better sexual performance with the "staying power" to go for hours. Increased energy. More restful sleep. The ability to increase your health to levels you can finally be PROUD of.

I stand behind this promise 100%, and I'm privileged to provide you with the postal coupon below to back up this guarantee. After trying the plan for 28 days, if you're not completely satisfied, simply cut out the label and place it on the package the plan came in, along with your original paperwork. We'll pay the postage to return the package, and take care of all the crediting fees, so you have nothing to worry about.

We can offer this generous guarantee because ***The Powerfood Nutrition Plan*** has been such a breakthrough success for the men who have tried it. After all, pro athletes and bodybuilders rely on this plan year-round.

Zach Schisgal
Men's Health Books

PLEASE KEEP THIS POSTAGE LABEL

It guarantees you won't pay a cent if you want to return *The Powerfood Nutrition Plan*.

There's absolutely no purchase necessary! If you wish to return the preview volume at the conclusion of your 21-day, free inspection, simply mark "cancel" on our invoice and return it along with the volume.

You pay nothing for this free trial—not even return postage! Just affix the Merchandise Return Label to the carton. Please do not tape over the left side.

Then drop the carton into the nearest mailbox. It's as easy and convenient as that! There's absolutely no risk. So mail the enclosed postage-paid reply card, right away!

FROM 056062

DELIVERY POST OFFICE COMPUTE POSTAGE DUE

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

ACCEPTANCE POST OFFICE FOR ANCILLARY SERVICES ONLY

POSTAGE $ _____
MERCHANDISE RETURN FEE _____
INSURANCE FEE, IF ANY _____
TOTAL POSTAGE AND FEES DUE $ _____

Bound Printed Matter

MERCHANDISE RETURN LABEL

PERMIT#1 EMMAUS, PA 18098
RODALE 33 E. MINOR ST.

POSTAGE DUE UNIT
U.S. POSTAL SERVICE
EMMAUS, PA 18098

RODALE
LIVE YOUR WHOLE LIFE™

Every day our brands connect with and inspire millions of people to live a life of the mind, body, spirit — a whole life.

15

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We've worked with several companies in the health market who've done this with truly fantastic results. Customers absolutely love it because nobody wants to go to the post office to return something. It worked great for one of our old clients – because even when a customer didn't like ONE of the company's products, their experience during the return process was so positive … over 75% of them ended up buying a different product!

The best part is this *strongly* differentiates you from the competition (and their guarantees) and becomes very convincing to prospects. Just like you saw in this Rodale example, when you make the return process seem easy and painless – you melt away the fear of hassle.

Step #8: Promise to RUSH Their Money Back

One of the biggest concerns a prospect has – especially if you're asking him to make an expensive purchase – is that you'll take a long time to refund his money. This is different than Step #7 (his aversion to hassle) – where you require that he do difficult things in order to get his money back. Rather, this step addresses the awful feeling of having initiated the return … and then having to wait waaaaaaayyyyyyyy too long to actually receive the funds back.

It's far better to promise to "rush" his money back to him and then deliver on that promise.

You see, just like everything else in life, a customer wants his money back FAST. Yesterday, if possible. The fact that he's sending the product back is already a black eye in the context of the relationship. It's on shaky ground. Delaying the refund only adds insult to injury.

If not, what often happens is there's a serious breach between the company and customer. If it takes a long time to get his money back from a company, the customer will resent it, having a bad taste in his mouth about the experience. When weighing future purchase decisions, he'll look at any offers from this company with greater skepticism, knowing that it may take a while to get his money back.

Bad move.

We've all had an experience with a company that did this, taking forever to process the refund. For example, the Proctor & Gamble type companies – with mega-selling products like *Liquid Drano* – will often require that you mail a letter with your proof of purchase and then wait at least 4-6 weeks for a check.

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While this is better than nothing – particularly because many of the other companies in their industry do not offer any kind of guarantee at all – it's unlikely to work for anyone but a large corporation.

As you can guess, nobody *really* wants to mail in their receipt and proof of purchase and then wait six weeks to get their money. At most, they want to call a number … give their name or e-mail (and not even have to dig through old receipts for an "order #") … and have their money credited back to their credit or debit card *immediately*.

With that said, it's not always practical to structure your guarantee this freely. But it's important to recognize that this is what people want. And the farther you move away from this, the more you'll just piss them off and lead them to resent doing business with you.

Look at Figure 18-6: On top of being personal, it uses the word "rush" to communicate that the customer will get his money back fast.

Step #9: Give Your Guarantee a NAME

While not always a mandatory step, giving your guarantee a unique "name" can heighten its impact. You've already seen a couple of examples thus far … "Handshake Guarantee" … "My 100%, No Bull Money Back Guarantee" … and more.

Some other popular names are "Triple-Protection" … "Thin Dime" … "Feel It or Steal It" … "$5,000-or-FREE" … and countless others.

There are several advantages to assigning your guarantee a name like this. First, you're much more likely to make a strong imprint on your prospect's mind when your guarantee has a unique and memorable name. And that imprint will come in handy when your customer is about to make his buying decision – the chances of him feeling protected are greater.

Plus, if he somehow puts the decision off, he may later remember your guarantee … realize that he has nothing to risk … and decide to order your product or service. While most direct response purchase decisions are made immediately, there are still cases where a person sets down the copy and then later decides to buy. In these cases, having a strong, memorable guarantee is priceless.

Next, doing this helps differentiate your guarantee from others and ups its perceived value. With virtually everybody in the industry offering one, it helps to stand out. You want your prospect to see your guarantee as different

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Figure 18-6

100% Money-Back Guarantee — Right Up to the Last Day of Your Subscription

Please don't take my word for it that my UnDiscovered Stocks service will help you make a killing in the market over the next year. Put me to the test right now with ZERO risk.

First, call my TOLL-FREE number — — or return the attached "Free Gift Certificate" and get your subscription started.

Then, take the next year to decide whether or not my service is everything I say it is.

If you don't find yourself making more money in the market than you ever have before, simply call and cancel your subscription at any time. I'll immediately rush you a full refund, with no questions asked. No hard feelings, either.

You may keep all the bonuses and issues you've received as my "thank you" for giving my service a try. What could be fairer than that?

Call and subscribe today!

Sharon A. Parker,
Editor, UnDiscovered Stocks

Detach Here

QUALIFY FOR TWO EXTRA BONUSES — FREE!

FREE EARLY BIRD BONUS!

Subscribe within 10 days and you'll also receive this extra FREE BONUS. A $29 value — yours FREE!

FREE — WHEN YOU RESPOND BY PHONE!

1-800-

Call for faster delivery and an additional FREE gift. Or fax this form to (561) 625-6685. It's a $29 value — yours FREE!

FREE GIFT CERTIFICATE

RISK-FREE OFFER • SAVE UP TO $172 • 14 INTELLIGENCE REPORTS — FREE

☑ *Yes, Sharon!* I want you to help me take profitable advantage of the coming explosion in defense spending — and to cash in on many other undervalued and overlooked future superstars over the next year. Please send me my FREE copy of your ***UnDiscovered Defense Diamonds Portfolio*** today, and enter my subscription to your UnDiscovered Stocks service for the term I've indicated below. I understand I am fully protected right up to the end of my subscription by your risk-free 100% money-back guarantee.

please check one

☐ **BEST VALUE** — Two years (24 regular issues plus flash alerts) — just $172 — a 50% savings off the regular $344 price.

I save $172 and receive your UnDiscovered Defense Diamonds Portfolio absolutely FREE... FREE 24-hour access to your website (a $840 value)... plus your 5 Biotech Bonanzas for 2002-2003 – 12 stock guides in all – a $948 value – FREE!

☐ **GREAT VALUE** — One year (12 regular issues plus flash alerts) for just $99 — 48% off the regular $189 price.

I save $90 and receive your UnDiscovered Defense Diamonds Portfolio absolutely FREE... plus FREE 24-hour access to your website (a $420 value).

☐ **EARLY BIRD BONUS** — I'm responding within 10 days, so be sure to include my FREE copy of Millionaire's Secret to Super-Value Investing as well.

Method of Payment:

☐ Check or money order enclosed (please make payable to: *UnDiscovered Stocks*)

☐ Please bill my: ☐ MasterCard ☐ VISA ☐ DISCOVER ☐ Cards

Card #:

Exp.

Signature

Phone Number (in case we have a question about your order)

My E-mail address for flash alerts:

Please make any necessary corrections to your name and address on the other side of this certificate. Return this certificate in the enclosed postage-paid envelope to:

UnDiscovered Stocks
4176 Burns Road
Palm Beach Gardens, FL 33410

For an extra FREE bonus — call **TOLL-FREE**

For more information call TOLL FREE • Page 23

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and superior to the others he's being offered. By naming it or emphasizing its unique qualities in the headline above your guarantee, you'll do just that.

Here's a basic example:

*****

My 100% Money-Back "Triple-Protection" Guarantee

1. You must be completely satisfied with the *Homerun Stock Alert* or I will promptly refund every penny of your subscription price – no questions asked. If you don't find that *Homerun Stock Alert* is helping you grow wealthy … if you don't find that it's giving you the type of ultra-profitable, easy-to-read advice you expect, simply let me know within 30 days and I will give you a complete refund.
2. After 30 days, and up to 90 days from the start of your subscription, you can cancel and receive a full refund of the unused portion of your subscription.
3. If you do decide to cancel, you may, of course, keep all of the bonus reports you receive.

You really have nothing to lose and everything to gain!

Richard Schmidt

*****

Although this guarantee isn't necessarily all that strong (the short time period, failure to include the USP or expand the benefits, etc.) you can see how it benefits from the process of assigning it a unique name. And that's the point: Even when your guarantee isn't all that extraordinary, assigning it a unique name that highlights its strengths is a sure-fire way to jump ahead of the competition.

For another similar example, see Figure 18-7. While not the strongest in the world, the name also boosts its overall impact.

Step # 10: Feature It In the Right Places

The final step in maximizing your guarantee's potency is to place it properly. While the obvious choice is to put your guarantee at the end of your promotion, there are certainly other things you can do to lift your response.

For example, copywriting legend Gene Schwartz would often feature some element of his guarantee in his headline, deck or lead copy …

*****

Don't Pay A Penny For This Book Till It DOUBLES Your Power To Learn!

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Figure 18-7

continued from page 21

pennies on the dollar.

- 2 places most people would never think to look to find incredible bargains in almost anything.

IF YOU RESPOND WITHIN 10 DAYS, YOU'LL ALSO GET THIS EXTRA FREE REPORT

Red Mercury:

What The Government Doesn't Want You To Know About The New Terrorism Threat

Terrorism is about to enter a stage that will shock the world. Recent bombings — the World Trade Center, Oklahoma City, the Olympics, Saudi Arabia, and Flight 800 — are nothing compared to what is coming.

The terrorist we're going to see in the very near future is smarter than ever before, better funded than ever before, and as the attacks on the World Trade Center and Flight 800 illustrate, he's better positioned than ever before. It's also very likely he has new technology — the neutron bomb.

A neutron bomb kills with trillions of lethal microscopic "bullets:" neutrons. The bomb sends out neutrons that can penetrate a tank, and kill all those caught in its path. Those close to the blast die instantly; those more distant die over the next few weeks.

If a tritium-based, red-mercury detonated device exists, experts speculate, it would weigh perhaps five pounds. You could hide one in a coffee can. A person could sit down on a park bench, deposit a lunch sack with a bomb in a trash can and walk away. At some predetermined moment, the bomb would explode. Everyone above ground nearby would be killed. So would most people within several hundred yards of the bomb in every direction. And because these bombs are very light and undetectable, they can be smuggled easily across a border.

Dr. North has written a report detailing exactly how this nuclear terrorism may come to pass. This is definitely information your government doesn't want you to have. They want you to believe that they're in control — but they're not.

This report is called **Red Mercury: What The Government Doesn't Want You To Know About The New Terrorism Threat**. "Red mercury" is the trigger for these devices — the last piece of the puzzle that was missing. Unfortunately, this technology is now available...and it may be headed our way.

This is a must read for anyone concerned with what may happen to our society in the near future…

No-Gamble Guarantee

Dr. North doesn't want you to gamble with your investments—or on a subscription to his newsletter. Simply *try* REMNANT REVIEW. If you don't feel it has the tools you need to build untouchable wealth, I'll send you a full refund on all unmailed issues—no questions asked. The bonuses, of course, are yours to keep—just for giving REMNANT REVIEW a try.

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This article is going to shock the life out of you – because it flatly says "bunk" to every idea you have ever had about how "difficult" it is to learn! This article says if you could only liberate the exact same talent and intelligence and ability that you have tied up inside you today – then you could: … read anything you wish, twice as fast as you can today … absorb facts like a sponge, and repeat them almost word for word years later … flash through math, business, financial problems that have you stopped cold today … hold people spellbound with the power of your speech and your written word … out-think others when you have to tower over them in judgment, outshine them completely in imagination.

And do it all – not by struggling through dreary textbooks … not by memorizing useless theories – but simply by putting your LOCKED-UP LEARNING POWERS to work – entirely at my risk, without your paying a single penny until you prove every word of it yourself!

*****

Another powerful use of your guarantee – one that Clayton does all the time – is to feature it in your close, in closing sidebars, etc. Go *beyond* what most writers do, by just having a brief guarantee section. Try weaving the benefits and psychology surrounding your guarantee into your closing copy to make it stronger.

Let's turn to Arthur Johnson's legendary *Real Health* promotion for a good example of this:

*****

Doesn't this easy new road to real health make more sense than BEATING YOURSELF UP FOR NOTHING?

Of course it does! So please, return the enclosed FREE BONUS GIFT CERTIFICATE in the postage-paid envelope we've provided …

It saves you up to $133 on your risk-free subscription …

It brings you all the FREE BONUS GIFTS I've mentioned that will let you turn the tables on medicine's misinformed know-it-alls …

Plus you have my "Ultimate Guarantee" that your gifts and my newsletter will deliver all you're hoping for and more.

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Or else please, feel free to call off the deal – at any time for a complete refund – no questions asked. YOU KEEP YOUR FREE BONUS GIFTS.

Don't wait. Do it now!

Claim your FREE Bonus Gifts and reclaim your health …

Walk out of the health prison and into the sunlight …

And find out how sweet it feels to savor real health!

Sincerely,

William Campbell Douglass II, M.D.

Editor

*****

Since this promotion has been running as the control for over three years, you can rest assured that it's doing quite a few things right.

And now it's your turn: Think about how YOU can weave your own personal guarantee into your closing copy, accentuating how you're standing behind every promise made in the copy. It will make a difference, we guarantee it! ;)

Other options? If you're mailing your promotion in an envelope, why not have a lift note entirely dedicated to your guarantee? Since lift notes have a high level of readership, this can be an ultra-effective way to emphasize the risk-free nature of your offer. Of course, do this only when you've got an exceptionally strong guarantee. You don't want to showcase something that's average and ordinary.

Write mostly web copy? Great! Why not have an exit pop-up that reminds your prospect that he's got nothing to risk? Tell him that he's fully protected, reinforce your benefits, throw in a testimonial or two and see if you can sell him before he leaves. It's worth a shot.

Putting It All Together

Now that you've got all the steps, let's analyze one last example in more extensive detail. Here's an excellent supplement guarantee – written by Brad Peterson and Clayton – notice how it uses many of the steps we've covered:

*****

You and your spouse MUST see, feel and experience **a dramatic improvement** in your sex life – or these powerful natural sex enhancers are FREE!

Give Pure Potency for Men™ or Pure Potency for Women™ – or both – a try for as long as you want. You must see, feel and experience a dramatic improvement in your sex

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life, including increased sexual desire, improved stamina, firmer erections, more lubrication and his and her orgasms every time you take your spouse to bed …

… You must experience better sex … have more fun … create more intimacy in your marriage … and be absolutely ecstatic about your newly rejuvenated sex life.

Otherwise, simply return the unused portion (or the empty bottles) and I'll immediately send you a full refund of every penny you paid – with no questions asked and no explanations necessary.

Better yet, even if you do request a refund, you may keep every one of the up to $586.25 worth of FREE gifts you've received.

Layne Lowery, President

Health Resources

*****

Notice all the points we've discussed in this chapter: (1) the time frame is "as long as you want," which Clayton has told you is good for life … (2) the benefits are woven into it: increased sexual desire, improved stamina, firmer erections, more lubrication and consistent orgasms … (3) the USP, better sex … more fun, greater levels of intimacy and a totally rejuvenated new sex life … (4) the ease of returning: "simply send back the unused bottles" … (5) the speed of the refund: "immediate" … (6) its unconditional nature: "no questions asked and no explanations necessary" … and finally (7) the better-than-risk-free proposition: "keep every one of the up to $586.25 worth of FREE gifts."

That's 7 powerful components in a single guarantee. Contrast this with the rather weak supplement guarantee you see on Figure 18-8.

Never Settle for a Weak Guarantee AGAIN!

With the ten practical steps you now hold in your hands, every guarantee you write should sizzle like never before. Each step in this process is a breeze to apply, especially if you use the many examples we've provided as templates, adapting them to your own product or service.

And if you're working with clients who struggle with the idea of offering strong guarantees, then by all means show them this chapter. Give them the evidence that strong guarantees are working for countless leaders in the

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Figure 18-8

ORDER TODAY!

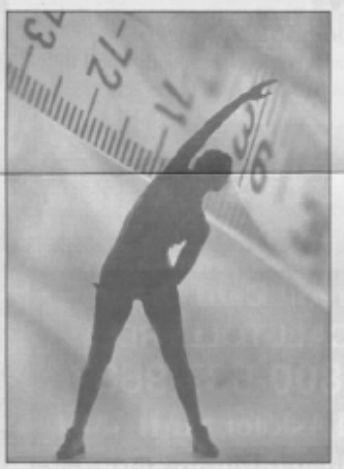
Just use the 90-day RISK-FREE Trial Certificate on the next page or CALL TOLL-FREE 1-800- and ask for #I6HGMH

Let *Weight Guard Plus* help you "unretire" your favorites—you know—the clothes you've saved while you wait for the day you can wear them again. Or better yet, treat yourself to a shopping spree to celebrate your new smaller size!

The *Weight Guard Plus* 90-Day Money-Back Guarantee

It's quite simple. If you don't feel healthier, happier, leaner, and more energized after taking *Weight Guard Plus*, just returned the unused portion of your purchase within 90 days for a complete refund, less shipping and handling.

Your clothes won't lie. *Neither will your tape measure!*



When you're following a regular diet and exercise program, your bathroom scale might not show any weight-loss at first, even though you're "feeling" thinner. That's because you're building muscle mass, which is denser and heavier than the fat you're trimming away.

So while your scale might mislead you, your tape measure won't! Here's how to know your weight-loss program, complete with *Weight Guard Plus*, is working for you:

- ✔ **You lose fat and inches off your belly, hips, thighs, and backside**
- ✔ **Your clothes and rings fit looser, and you can fit into smaller sizes**
- ✔ **You feel happier and more content**
- ✔ **Your energy level is consistently higher**

With *Weight Guard Plus* giving you more in the war against fat, you can expect this kind of genuine success—and the weight-loss, too!

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, prevent, or cure any disease.

Consumers are cautioned to read all labels and follow all directions. You should always consult with your physician before using these or any such products. You should always consult with your doctor before beginning any weight-loss program.

— 7 —

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industry – from products like supplements … to books … to newsletters … to seminars … and more.

A strong guarantee puts your prospect at ease, makes it easier for him to say, "YES" – and most importantly, increases his lifetime value.

Last but not least, remember that your return ratio has to do with many other factors besides your guarantee. It's just one piece of the puzzle, and you'll need to carefully consider the other variables – like product quality, the aggressiveness of your promotion and the depth of your communication with customers.

Do these things well … throw in a kick-butt guarantee … and you've got an iron-clad formula for wealth in virtually any industry.

Now get to it.

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Action Steps

18

Guarantees

Your Guarantee is one of the most powerful credibility building, selling tools in your arsenal. Follow this process, and you'll write guarantees that put your prospect at ease and make it easier than ever for him to say "Yes!" to your offer.

1. Keep in mind when designing your Guarantee:
   a. Fear of risk is one of the largest barriers to making a purchase decision, smart marketers *actively reduce* this risk.
   b. Your guarantee is an expression of your confidence in your product.
   c. Your guarantee is arguably your most supreme credibility element because of its bold ability to create the feelings of trust and security.
   d. Address all the risks your prospect is taking … not just money – he also risks time, hassle, discomfort, embarrassment and more.
2. Now write your Guarantee and apply these steps:
   a. Repeat, reinforce and summarize your main benefits.

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b. Make it personal.

c. Weave your USP (Unique Selling Proposition) into the mix.

d. Offer the most effective time period.

e. Let him know there are *no strings attached.*

f. Use lots of power phrases.

g. Emphasize that Returns are *easy.*

h. Promise to *rush* their money back.

i. Give your Guarantee a *name.*

j. Feature it in the right places.

When you're done with your guarantee copy, insert it into the appropriate place in your closing copy. Remember: When you're pushing him to act now, it's great to remind him that he bears absolutely no risk. That's what your guarantee does for him.

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Quick-Start Copywriting System

19

Lift Notes, Sidebars and E-mails

In this Chapter …

- How to make a good piece of copy GREAT (without making a single change to it!)
- Proven secrets that can be used to write lift notes, sidebars, and e-mail copy (discover how to take everything you've learned to this point and adapt it to all kinds of scenarios) …
- 13 new ways to enhance the attention-getting power of your copy, making your promotion virtually impossible for your prospect to ignore …
- And much, much more

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At long last, you're in the very final stages of your writing process.

This chapter is all about giving you the skills to complete and round out your copy with incredible power – secrets that can be used in all kinds of promotions.

And to do this, we'll focus on writing lift notes – those little inserts that accompany a sales letter inside the direct mail envelope. They can be small little 3 x 5 folding notes – or they can be three page color brochures. It's all up to you.

So what's the big deal? Well, the ability to think strategically about your lift notes and then craft them appropriately is one of the most powerful skills you can have in your arsenal because they help you …

» Amplify your prospect's level of attention, because they naturally stand out in any mailing …

» Save your prospect time, which often boosts his overall readership …

» Magnify and reinforce your key points …

» And, when done properly, increase your response rates!

Okay, so we know what you're probably thinking, "But I don't write direct mail promotions!"

Don't worry – you should know us better than that by now. We're going to show you exactly how to use these exact same secrets to better launch products via the Internet … dramatically improve the selling power of your website (not just your landing page, YOUR WEBSITE) … write compelling sidebars … and much more.

But first things first.

While it would be easy to get formulaic with the lift note process – i.e. always following a certain protocol and inserting your guarantee, your testimonials, and so forth …

… This is simply not the optimum way to go. Instead, we encourage you to think long and hard – *strategically* – throughout this process. In other words, which parts of your overall sales message are <u>most essential</u>? If your prospect was exposed to NOTHING ELSE, what must he see in order to buy?

These are powerful questions – and a great way to put yourself into the mind/heart of the individual you're selling to. They really help you isolate the strongest elements of your sales message and then showcase them.

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Here are some additional questions you can use:

» Are there certain testimonials/case histories you're absolutely sure will have a strong, persuasive effect?

» Is your guarantee exceptionally powerful or bold?

» Do you have proof elements – such as clinical studies, awards, certifications or anything else – that your competition simply cannot match?

» Do you offer service features/benefits unlike anyone else in your industry? Faster shipping? Free consultations?

» Are there celebrities, doctors, or other notable authorities openly endorsing your product? Or maybe just certain elements of your product (i.e. maybe a doctor is raving about a specific ingredient within your supplement?)

» Do you have a compelling visual illustration/demonstration of what your product does for the prospect?

You get the point. The key is to select your most persuasive elements and then showcase them in your lift notes. This way, even if your prospect just scans your package, there's still a good chance he'll end up ordering.

13 Different Ways to Write World-Class Lift Notes

What follows is a fairly complete list of possibilities for your lift note copy – along with tips and tricks to make the process easier and better. And remember, even though we're discussing them in terms of direct mail, you can easily apply everything you're learning to the Web.

We'll show you exactly how to do that later on.

Use 'Em for Proof:

We've already spent a lot of time covering proof and credibility in previous chapters. So we're not going too much into that here.

The reason why so many lift notes and inserts showcase proof elements is this: Proof is often the most persuasive factor in your marketing. It's what gets your prospect to actually *believe* what you're saying – and gives his logical brain "permission" to take action on what you're offering.

That's why, if your benefits are truly desirable to your prospect, the power of your proof elements are what's going to make the sale for you. Here are some of your options for using proof in your lift notes:

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1. Guarantee – When your guarantee is particularly strong – or when you know that your prospect is more risk averse than normal – featuring your guarantee in your lift note can be very strong.

For an example of this, see Figure 19-1. You'll see a very strong guarantee that reinforces all the very strongest features and benefits being delivered to the prospect.

It's also very important to see that the writer was smart enough to combine the guarantee with other very strong proof elements on the same page. It details the sources credited for the research of the nutrients inside the product … assures the prospect that he's got nothing to lose and everything to gain … and then urges him to order.

Powerful stuff.

2. Testimonials – Having a page with your strongest testimonials is a tried and true way to go. Just look at Figure 19-2 for an example. Here are some tips for creating your own testimonial pages:

BE SPECIFIC. You'll enhance the value and credibility of your testimonials by making sure they're as specific as possible about the benefit your customer received. Heck, if your customers send you general testimonials – contact them and draw out the specifics. Not everyone is going to give you a glowing testimonial automatically. You'll need to work at it.

BE CLEAR. Edit each testimonial for clarity and power. This is a delicate balance. Some authorities say that you should never edit testimonials, but that's not realistic. And it hasn't proven true over the course of Clayton's career. Fact is, customers will often ramble, write confusing things, and so on. In these cases, you will need to edit them.

The key is first and foremost to never change their meaning. Not only is that unethical, it's illegal. This is kind of like lying, you always know when you're doing it. Just avoid it. Next, make sure that you never edit the testimonials to appear too polished.

While that's not illegal, it can reduce their impact. They're supposed to be the real words from real people, not the words of a professional copywriter. So do your best to keep as much of the original person's tone and style in there as possible, while giving them maximum clarity.

INCLUDE HEADLINES. Write a headline for each testimonial, capturing the most compelling portion of its message. This way, someone who just scans through them will still get a sense for what they're saying about your product.

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Figure 19-1

BioNutrigenics, Inc.
101 N Euclid, Bradley, IL 60915
(reprinted with permission for distribution to licensed health professionals)

From national HQ's Of The U.S. Health Advisory Center Hailed by The 'American Medical Office Of The Chief Medical Information Officer Journal' as The Greatest Medical Breakthrough Since The Discovery Of DNA!

From National HQ's Of
The U.S. Health Advisory Center

FOR IMMEDIATE RELEASE TO ALL DOCTORS, HOSPITALS, HEALTH CLINICS

Now Immunize Your Patients
Against Aging Of The Body
With Newly Discovered

Proxenol

In Extensive Scientific Studies,
With This
NON-DRUG
Treatment of
Thousands of Test Subjects
Look - Feel - Perform as If
They Were 20 to 30 Years Younger

PLUS

Extend Their Normal Life Expectancy
To 95 To 100 years Of Age...
and In Many Cases Even Longer

PLUS

Enjoy Maximum Immunity Against
The 10 Most Serious Diseases of Age
- Without Suffering, Agony or
A Single Moment of Pain or Sickness!

Hailed by 'The American Medical Office Of The Chief Medical Information Officer Journal' as ***The Greatest Medical Breakthrough*** *Since The Discovery Of DNA!*

Now approved for release in the U.S

Doctors Urged To Pass This Vital Information To All Patients—Especially Those 35 Years Or Older—Immediately After Receiving This Notice

See inside for releveant supportive data from Harvard University, U.S. Gov't. Natl. Institute of Health, UCLA Medical School

ONE LAST NOTE

In the final analysis, the best proof, the only proof of the remarkable effectiveness of **Proxenol** is how much it completely rejuvenates your entire body and how fast it does it.

How it transforms every last cells gland and organ in your body from a state of constant weakening and aging to a totally revitalized state of regenerated energy and youth. How the perpetually younger-looking and younger-performing body you've always dreamed of possessing has at last become a living reality. And most important of all—how, no matter what your age or the condition of your body today—you can now look forward to being the proud occupant of a body that looks, act, feels and performs like you are 20 to 30 years younger than you really are. Isn't this the hope all of us continually aspire to?

This is why we invite you to test **Proxenol**—and prove its wonders to yourself today—on a complete RISK-FREE BASIS, WITH THE TRIAL SUPPLY WE WILL SEND YOU! Because here is the miracle that must happen in your body beginning just days after your first capsule.

You must feel the most massive surge of energy course through your body from the moment you arise to the time you go to sleep...a level of strength and energy that is equal to that of men and women 2 and 3 decades younger than yourself. You must experience the same amazing 'young again' results it has produced for thousands of others...folks in their 50's, 60's, 70's and even 80's who have grown healthier, more vibrant, more 'rarin to go' and just plain YOUNGER AND MORE FULL OF LIFE than their very own children. Yes, you must look, feel, act and perform like a paragon of youthful vim and vigor...healthier, more robust and with a greater immunity to every serious disease—or simply return the unused portion of your supply of **Proxenol** and it costs you nothing. You have tried it entirely at our expense.

You risk not a penny—the only thing you can possibly lose is the unwanted cloak of aging. But think of the gain. A lifetime of the most active, healthiest and joy-filled years you ever imagined possible. When, if ever, have you ever been given such a priceless gift...accompanied by the strongest, iron-clad guarantee of satisfaction possible.

With this in mind—and with all the scientific evidence you've just been presented—plus all the supportive data and proof from leading medical authorities and institutions—is there any doubt that you are about to enter the best years of your life! A dream existence, where in just a week or two from today you will find yourself admitting to yourself, "it just doesn't get any better than this!"

So right now, while you are still committed to once and for all reap for yourself the 'golden harvest' that has been sown for you by medical science...see full details of how to obtain your supply of **Proxenol** in the accompanying NO-RISK ORDER FORM.

Clinical Breakthrough Discovery

Exclusive authorized distributor
BioNutrigenics, Inc.

Sources Credited For Supportive Data Cited In This Clinical Discussion

University Of The State Of New York Medical School, Harvard University, Yale University, UCLA Medical School, U.S. Gov't. Natl. Institute of Health, Rockefeller University School Of Medicine, "World Of Medicine Journal," University Of Michigan Medical School, Physician's Journal Of Internal Medicine, The American Association For Clinical Research (81st annual symposium)

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IN CONCLUSION: As stated previously and we believe it needs repeating—there is only so much science can do for your patient's health. Even with this life-enhancing formula, your patients cannot abuse their bodies with unhealthy eating habits and a self-destructive lifestyle. All those extra years of prime of life enjoyment are now finally possible...but your patients must participate to make this golden dream come true.

"To Our Readers... This information is not to be construed as any kind of attempt to prescribe or practice medicine. The statements contained herein have not been evaluated by the Food and Drug Administration. No product offerings are intended to treat, diagnose, cure or prevent any disease. You should always consult with a competent, fully informed medical professional or health practitioner when it comes to making any kind of decisions having to do with your health. We urge you to investigate and educate yourself about all natural substances that are playing a major role in dramatically transforming the lives of many people for the better."

www.Proxenol.com
BioNutrigenics, Inc.

40632.605.602.007

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Figure 19-2

Robert Feels Great... "Progesterone Cream Must Be Working!"

"Progesterone Plus Cream is easy to use and smells good. I hope it is keeping my estrogen levels down, and protecting my prostate. I watch my diet to keep my weight under control. I also use Androsome cream. I feel great and my energy levels are good, so the progesterone cream must be working. Thank you for a great product."

—Robert C.,
Beverly, MA

These statements are anecdotal and may not represent typical results with this product. These results are not intended to replace medical advice. This product is not intended to diagnose, treat, cure or prevent any illness.

Easy to Use, Says Shirley!

"[Progesterone Plus Cream] sure does help you get through the lack of hormones even after menopause. Thank you for an easy product to use."

— Shirley M.,
Colorado Springs, CO

76-Year-Old Notices Increased Energy!

"I am 76 years old and have been using Progesterone Plus Cream for several months with good results. I have noticed an increase in energy and a sense of well being from using it. It is easy to apply and greaseless so it doesn't stain clothing."

—Violet G., Big Stone City, SD

Barry Feels Better!

"I have felt better taking your Androsome and Progesterone Plus Creams. It has also increased sexual potency…"

— Barry F., Baltimore, MD

Brenda Likes the Natural Ingredients!

"Progesterone Plus Cream was good for my hormonal balance. I like it because it has natural ingredients. It helped me because I am in my third year of menopause."

—Brenda H., Silver City, NC

Improves Carman's Skin Problem!

"Progesterone Plus Cream is an excellent addition to the condition of my skin. I'm using it lately and find it works wonders in conditioning my problem skin. Thank you for sending it to me."

—Carman R., Las Vegas, NV

Dramatic Improvement Already!

"I have used 2 tubes of Progesterone Plus Cream and have seen dramatic improvement already."

—Kenneth W., Peoria, IL

Helped My Osteoporosis, Says Maria!

"… Progesterone Plus Cream has brought down the swelling in my cheek. It has helped with my osteoporosis as my doctor says it is not getting worse. It also helps my skin to look beautiful."

—Maria S., Fitchburg, MA

Increases Libido!

"Progesterone Plus Cream increases my libido."

—George Z., Lake Tomahawk, WI

Health Resources ■ P.O. Box 3623, Hueytown, AL 35023
1-800-471-4007

HR-1146

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When testimonials without a headline are scanned, it's often the case that nothing registers at all.

INCLUDE VARIETY. It's a good idea to let your testimonials express the full range of key benefits your product delivers. Also, try to emphasize your strongest testimonials – the ones that show prospects getting actual *results* you're promising. Satisfaction-based, "you've got the best product ever" type of testimonials are nice – but they rarely prove the most important claims you're making – whether it's the amount of money your prospect can earn … how much his blood pressure will drop … or anything else.

LEGITIMIZE THEM. You also want to attach as much information to the testimonial as possible so that there's no doubt the testimonial is 100% authentic, which means including the name, city, and state where the customer lives. Do this whenever possible.

GIVE THEM A FACE. Whenever you can, put a face on each testimonial – or at the very least, on your strongest ones. It gives them an added feeling of warmth, sincerity and overall credibility.

Other times, you can take a single testimonial that's very strong and just feature that. Recently, we came across a very small lift note with the following copy:

*****

"After 10 Years Trying
to Get My Cholesterol Down,
I've Found Something
That Works!"

Rita's Story …

(On the inside): Rita Lawrence hopes to drop another 30 to 40 points with her second order of Advanced Artery Solution.

"My cholesterol was 248 for years. My endocrinologist did everything to get it down. He put me on fish oil, niacin, flax seed, and other things. The numbers didn't move. He finally said it was genetic because my weight didn't change either.

"Then I saw your ad for Advanced Artery Solution and ordered 3-month's worth. The first month, I took as directed. But we were in the middle of building a house … then the move … so there was a lot of stress.

"I took the capsules only twice a day, once a day, some days not at all …

"At my next doctor's visit, I told my doctor about the stress over the last 3 months and that

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my numbers would probably be higher. He looked at me, then my blood test, and said, 'Rita, stress becomes you, because your cholesterol is down 20 points …'

"I couldn't believe it! Now, I'm taking Advanced Artery Solution according to the directions. I just know my cholesterol will be down 30 to 40 points next time. After ten years of trying, I've found something that works!"

Rita Lawrence

Florida

*****

3. Research – If you're in an industry where studies, experiments and other hard research holds a lot of weight, you might want to feature this in a lift note. On Figure 19-3, you'll see an example of this. There's so much research backing this product, it makes sense to remind the prospect of it in addition to what he already sees in the sales letter.

Sometimes you can conduct your own research. There are third party companies that will do this for you, and carefully document the results. While not as powerful as a large study, this can still have a profound impact on your prospect's belief.

For example, we've seen this successfully done for "male enhancement" products, where nearly 400 guys were surveyed about their "size" before and after the program. Everything was carefully documented and something like 82% of those using the product experienced noticeable results. It helped their sales considerably.

We've also seen it done for vacuum cleaners, air purifiers, water filters and many other products. If you're an entrepreneur, you should strongly consider this. Markettools.com offers this kind of service. If you're a copywriter, all you can really do is suggest this to a client and then allow them to make the decision.

4. Charts, graphs or other visual proof elements – Proof by its very nature is a little on the boring side. So any way that you can make it more interesting and dramatic, the better off you'll be. That's one of the reasons why Process Sidebars (the step-by-step pictures of how your product works – *in action*) are so effective.

Again, whether you use this technique in a lift note, on a website or during a product launch – make sure you support your strongest, most central claim(s). Why? Because the more visuals you have, the less impact any one visual has. So for maximum impact of

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Figure 19-3

The Latest Longevity Research Shows Vitamin D Can Do MUCH More Than BUILD STRONG BONES...

According to Dr. Michael Holick, the author of *The UV Advantage*, the latest research shows that vitamin D receptors are located – not just in our bones – but in the cells and blood vessels throughout your body. What does that mean? It means vitamin D will not only help you build and maintain strong bones, but it may also be your best way to strengthen and protect your entire body from inflammation, blockage, and even some cancers.

FOR INCREASED BONE STRENGTH!
Bone building requires that you absorb calcium from your diet. But if you're vitamin D deficient, your bones can't get enough calcium. This causes bones to become weak and porous. Vitamin D deficiency can cause rickets in children and osteoporosis in adults. *(Even when people consume enough calcium, numerous studies reveal that they will lose bone mass if they are vitamin D deficient.)*

FOR INCREASED MUSCLE STRENGTH!
Low levels of vitamin D have been linked with muscle weakness, muscle pain, and poor coordination. Muscle weakness is also associated with an increased risk of fractures. In clinical studies, the use of 800 to 1,000 IU per day of vitamin D along with calcium has been helpful in improving bone density and muscle tone.

FOR INCREASED HEART STRENGTH!
Vitamin D is believed to help relax the heart's blood vessels and make them more flexible which means there is less pressure against the blood vessel walls. (High blood pressure occurs when the blood vessels get stiff and narrow which naturally increases the internal pressure.) Vitamin D helps the blood flow more smoothly.

FOR REDUCED CANCER RISK!
Vitamin D receptors have been found in breast, colon and prostate cells. Research shows that adults with adequate blood levels of vitamin D have a 50% reduced risk of developing colon cancer.

The latest research on using vitamin D indicates that a deficiency is linked to an increased risk of osteoporosis, fibromyalgia, arthritis, colon, breast and prostate cancers, MS, diabetes, IBS, and congestive heart failure.

Vitamin D3 is considered the natural form of vitamin D and is produced by solar UV rays and absorbed through human skin. As we age, however, we have greater difficulty converting sun exposure to vitamin D. We need it more, but we make less of it – even if we live in sunny climates year round.

Now, by using INSTANT SUNSHINE™, you can get the remarkable benefits of the highest quality vitamin D – all 4 seasons. It's just like harnessing the high-speed healing power of the sun for your increased bone strength, your increased muscle strength, your increased heart strength, your reduced cancer risk and much more.

Don't miss out on the one powerhouse supplement that can promote bone and muscle strength for life and so much more – all at once.

Try INSTANT SUNSHINE™ for 60 days, RISK FREE! Call 1-800-471-4007 today!

See other side for what the latest medical studies have to say about the astonishing powers of vitamin D...

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your essential points, you must only feature what matters most.

5. Reprinted articles – You can use reprinted articles from credible publications as a lift note. These can be really awesome, because it's like a tacit (or in some cases, very "direct") endorsement for your product.

But keep in mind that if the article wanders, is boring, endorses competing products – then it could actually do you more harm than good. If that's the case, we recommend you simply pull out the very best quotes – or even capture the best possible section of it – and then showcase it on a single page. And if you've got lots of reprinted articles, then pull the strongest quote or write a quick summary for each one.

6. Logical Sales Argument – As we've covered extensively in this course, there's no denying the importance of having a clear, logical series of "reasons why" inside your copy. Reasons that explain – from point A all the way to the last point – exactly how and why your product is going to deliver the desired benefits.

When your argument is especially strong, featuring it in a lift note can be amazingly effective. Here's an example from one of our clients:

*****

Do you really need 300 COLDS in your lifetime …

Dear Friend,

GET THIS … THE AVERAGE PERSON GETS 2 TO 4 COLDS A YEAR LASTING BETWEEN 2 TO 3 WEEKS.

In other words, millions of people spend up to 3 months out of every year feeling crummy and looking bad, all the while popping buckets of cold medicines.

Most people believe this misery is just plain unavoidable: Of all the billions of "bugs" in the air, some just get through your immune system and wear you down.

After all, even your family doctor will tell you: THERE IS NO CURE FOR THE COMMON COLD. But with all due respect, your family doctor (and mine) ARE JUST FLAT OUT WRONG!

Now, you really can destroy and eliminate dangerous microorganisms BEFORE they have a chance to attach themselves to your nasal passages – which is the first point of entry in the body.

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Now, you can dodge those 2 to 4 colds a year (over 300 in a lifetime) by using BreatheFree Nasal Wash.

I spent 3 years working with top biochemists to develop a 100% natural product that really "turned up the heat" on pathogenic microorganisms.

BreatheFree doesn't so much "kill" bacterial and viral bugs, as it doesn't allow them to adhere inside your nose. They simply can't set up shop in your body and you, in turn, dodge another cold.

If you could do without 300 colds in your lifetime, you'll want to give BreatheFree Nasal Wash a try for 60 days, RISK-FREE! There's nothing so effective, so quick, so simple to use against so many billions of dangerous and potentially lethal viruses and bacteria.

Try it today. Call 1-800-ABC-DEFG!

(There's nothing to lose but 300 colds in your lifetime!)

To your health,

Layne Lowery

Health Resources

*****

Notice this lift note just breaks down the clear, rational argument for buying the product: a) the average person gets 2-4 colds a year … b) that means millions of Americans spend up to three months a year sidelined with colds … c) the medical establishment tells you this is unavoidable … d) but the simple fact is that the nasal passage way is the first point of entry, and if you destroy the "bugs" BEFORE they get inside there – you can't get a cold … e) BreatheFree has been proven to do this … f) therefore BreatheFree can help you avoid those 2-3 colds a year – and up to 300 over your lifetime!

See how easy that is? Of course, you'll want to dress up your argument a bit so that it reads very smoothly and keeps your prospect's interest. But putting it down on the page – FIRST – will often give you a good idea of how strong it really is … and whether or not there are holes in it.

With this insight, you can then make an informed decision about whether or not to include or use it as a lift note.

Use 'Em for Benefits:

By now you know the immense importance of benefits. Every copywriter and marketer has direct experience writ-

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ing benefit copy, and it's one of the absolute chief skills in the entire selling process.

But here's a huge insight you've probably never heard before: One of the things that separates the best copywriters in the world from the good ones is their ability to select and emphasize the RIGHT benefits. The benefits which the prospect wants more than anything else … the benefits that he secretly dreams of at night … and perhaps, most important of all, benefits worded in a way that he will instantly *recognize* them!

As we discussed in Chapter 2, the more you know your market and your prospect, the better you get at intuitively knowing what's going to turn him on. And again, we can't stress this enough: Be sure to check with him!

Some of the top writers in the field interview prospects before and after they've written their copy to see what appeals resonate most strongly with them. That's why we recommended it in Chapter 2. The "after" part can be very enlightening, because when you show a legitimate prospect your copy and ask him about "what appeals most" – he'll tell you which benefits stuck a chord and which ones didn't.

This can be tricky ground, however, so here are some quick pointers: 1) don't show your promotion to fellow copywriters or people who know you're a writer, because they'll end up giving you writing "advice" – not true feedback on the *benefits* – or they'll try to say the "smart" thing … 2) ask simple, non-loaded questions like "What's your impression of this? … Is there anything in this letter that appeals to you? What? … Is there anything that you don't care about? … Which promises seem most believable?" 3) do this multiple times. One person simply cannot give you an accurate measure of the accuracy of your benefits. So if you're gonna go through this process, we recommend you do it with at least 5-10 true prospects and more if you have time.

With this said, here are some specific ideas for creating benefit-driven lift notes:

1. Reinforce and Dimensionalize – With something as crucial as your benefits – and especially with your prime ones – you never want your lift note to be the only mention of them. So all of your most important benefits should be covered in your main sales letter, and then your lift notes will *reinforce* and even *dimensionalize* them.

What does that look like? Just look at Figure 19-4. This is the flip side of an order form (we'll discuss order forms in just a second) but you see very clearly how the prime benefits are emphasized in the little bullets. Also notice how the benefits move from more of a level of "features" (BOOSTING the circulation of healthy blood to the optic nerves is a benefit, but NOT something the prospect actively thinks about) … to deeper benefits that

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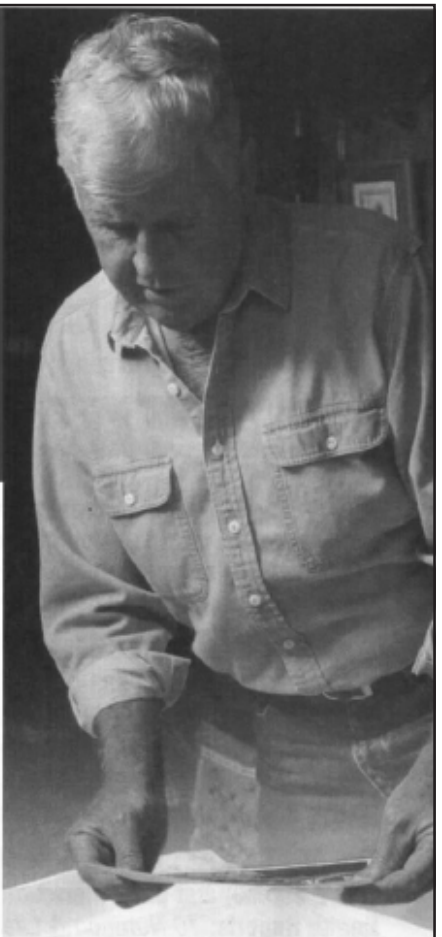
Figure 19-4

What can you expect from the best vision formula...

SEE CLEARLY™

YOU CAN GUARANTEE YOUR VISUAL COMFORT AND INDEPENDENCE FOR LIFE!



Remember, regardless of your age or current physical condition, you can depend on SEE CLEARLY™ to help you...

- **BOOST** the circulation of healthy blood to the optic nerves.
- **PREVENT** free radical damage to your eyes.
- **IMPROVE** night vision.
- **REDUCE** your eyestrain and fatigue.
- **INCREASE** your visual comfort and independence.
- **KEEP** your eyesight sharper and clearer LONGER!

HERE'S WHAT A NATIONAL VISION TRAGEDY LOOKS LIKE!
Just consider that vision problems are multiplying at epidemic proportions in America. Over 50% of the population over 75 already suffer from macular degeneration, glaucoma or cataracts. And over the next 20 years, the cases of blindness among baby boomers will increase by 70%. **BUT IT DOESN'T HAVE TO BE THAT WAY FOR YOU AND YOUR LOVED ONES.** Now, you can help promote eye health and avoid vision degeneration with the regular use of SEE CLEARLY™ – the most comprehensive, targeted eye nutrition ever developed. **THERE'S NOTHING ELSE QUITE LIKE IT!**

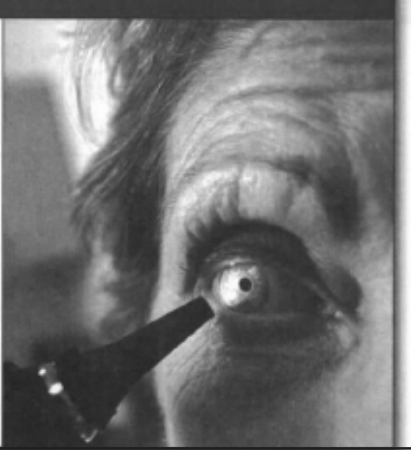
This information has not been evaluated by the U.S. Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. Results may vary. Users of this product should contact their physician regarding use of specific medical conditions.

Hundreds of medical studies from around the world...

...attest to the power of antioxidants to help prevent, reduce or stabilize serious eye problems.

In accordance with those studies, longevity researchers at True Health™ have developed a proprietary formula called SEE CLEARLY™ that gives you all the antioxidant vision protection you need in a polluted world. Try it for 60 days RISK FREE and see for yourself what a difference this powerhouse vision formula can make in your visual acuity and confidence.

Try SEE CLEARLY™ for 60-days RISK-FREE!
CALL 1-800-746-4513 TODAY!



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have actual, day-to-day meaning to the prospect.

This is a great way to list and order your benefits because each one will progressively have a greater impact. It gives your benefit list added momentum and power.

Or you can have side by side lists of features and benefits. That's essentially what you see on Figure 19-5, where the left column conveys the benefits of the *National Geographic* book – and the right side lists the features.

2. Uniqueness/USP (Unique Selling Proposition) – Another possible role for your lift notes? Make sure your prospect is fully aware of how unique your product is! That's exactly what you see on Figure 19-6, and it's really an eye-opening example. It was written by copywriting ace Kent Komae, and he not only conveys exactly what makes the *Bob Livingston Letter* so unique – he also blends the product's unique benefits with lots of credibility.

For example, the guarantee you see is essentially an expanded version of the USP – where it tells the prospect everything that separates the *Bob Livingston Letter* from the other publications on the market. By "expanded" USP we mean lists with more specific features and benefits than you'd normally find in a USP.

Along these same lines, the bottom section of the pages goes into specific examples of the many times when the *Bob Livingston Letter* fulfilled on this USP. The beauty of this little series of bullets is that you not only get a richer sense for what the *Bob Livingston Letter* uniquely delivers, but it also feels incredibly proven.

This list of "firsts" is an extremely powerful credibility technique used by many of the top writers like Kent, Arthur Johnson, Jim Punkre and others. It's what we'd normally call a "track record" – and having a strong record of "firsts" really makes your publication seem groundbreaking and cutting-edge.

So think of ways to use this technique, whatever industry you're in. If you're in Internet marketing (or writing copy for an Internet marketing guru) – why not craft a list of your "firsts" (first to sell out a $5,000 seminar, first to orchestrate multiple seven-figure launches in the same year … stuff like that) and then use them in a correspondence with your list. Use them to dramatically set you apart from the competition and send your credibility through the roof!

In a second, we'll talk more about using this very same process for e-mails and websites – so be thinking about whatever

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Figure 19-5

Introducing the *National Geographic* ENCYCLOPEDIA OF SPACE

"It's a one-stop reference book designed to help you get smart about the basics of space."
— ENCYCLOPEDIA OF SPACE Editor, Linda Glover

From the latest discoveries in deep space to the earliest known explorations of the heavens, the *National Geographic* ENCYCLOPEDIA OF SPACE gives you a broad summary of humankind's journey through more than 5,000 years of space exploration.

On every page, you'll find clear, concise explanations of complex concepts...hard-to-find facts...and the breakthroughs that forever changed our view of the universe. You'll meet the people behind the science through firsthand accounts from some of the most remarkable names in space exploration.

With impressive images of far-flung galaxies, exploding stars, and rarely seen views of our own planet, the National Geographic ENCYCLOPEDIA OF SPACE goes where no other single space reference has gone before.

- **400 pages of smartly organized and easily accessible facts**
- **More than 170 spectacular photos, diagrams, and in-depth maps**
- **Expert commentary by some of the world's most prominent authorities on space exploration**
- **The world-renowned expertise of the National Geographic Society, a champion of space exploration**
- **Substantial in both scope and size: 9" x 11"**

Take a walk on the moon.

Map the far reaches of the universe.

NASA/WMAP Science Team

Listen in on what may be "out there."

PLUS ...recently declassified facts and photos from supersecret U.S. spy satellites!

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Figure 19-6

My personal guarantee means you don't risk one cent!

Here are seven things I guarantee you'll get by subscribing to *The Bob Livingston Letter* and one thing you'll never get:

1) **The "other side of the story" on today's biggest health and wealth issues.** The unvarnished truth you won't hear from Big government, the Big medical establishment and Big financial institutions.

2) **The straight facts on the biggest news stories.** The news behind the headlines on fighting terrorism, the true economic state of America, shocking new government regulations and more.

3) **Specific action points.** What independent minded thinkers are doing now, to protect their health and preserve their assets. Step-by-step guidance.

4) **Money-saving tips.** How to get the best of health and wealth for less. Never pay full price again.

5) **Special alerts and warnings.** You'll be among the first to know what's coming down the pipeline that could put your health and wealth at grave risk. And easy ways to protect yourself and your future.

6) **Everything you need to live independently healthy and wealthy.** I guarantee *The Bob Livingston Letter* will make you healthier and wealthier on your own terms—or your money back. All of it—even if you cancel on the last day of your subscription term. Plus, you can keep all the Free Special Health & Wealth Reports with my compliments.

7) **And the one thing you'll never get:** *Hype.*

Bob Livingston

So subscribe today at absolutely zero risk!

And don't forget up to 15 Free Special Reports and your book, a $329.25 value, yours FREE!

A sampling of "firsts," life-saving warnings and money-making picks

Readers of The Bob Livingston Letter were among the first to know about...

- **The 10 minute heart attack stopper:** In 1996, we scooped the story on strophanthin, a little-known German herbal miracle that reverses high acidity, which can trigger a heart attack crisis. **RESULT:** Countless lives saved and quality of life restored.
- **Black gold:** In January of 2000, with oil at $28/barrel, we predicted oil and oil stocks would rise that year, with another price shocking coming in two to three years. **RESULT:** Oil exploded to $72/barrel, rewarding those who invested 157 percent gains!
- **Nature's miracle worker:** In 1997, we broke the news of oral chelation, a natural way to keep your arteries clear of toxins, plaque and cholesterol. **RESULT:** Thousands of people who worried about their hearts discovered this amazing alternative.
- **The sugar and corn syrup scam:** These two common food ingredients are causing millions of people to become diabetic. But there are safe, natural alternatives (revealed in this issue). **RESULT:** Readers avoid major health disaster.
- **The crash of Internet and dot.com stocks:** In May 1999, we warned, "Internet stocks will kiss the dirt before many months. They'll lose 95 to 100 percent of today's valuations. **RESULT:** Over the next 24 months, most of these stocks were worth pennies on the dollar.
- **The full fury of the 2000 bear market:** In February 2002, we warned: "Even though the Nasdaq is down 63 percent since its high of 5000, it will still collapse much further. **RESULT:** By August 2002, the Nasdaq was below 1200, and more than $10.5 trillion dollars have vanished on the U.S stock market since 2000!
- **An overlooked profit doubler:** In August 2002, we recommended buying a gold fund, Tocqueville Gold Fund (TGLDX) at $18. **RESULT:** It has soared to $50 at this writing, more than tripling investors' money!

What's next that will make or break your health and wealth? Find out in upcoming issues of *The Bob Livingston Letter.*

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you're currently working on in terms of how it could be applied in those areas.

3. Brochure – Yet another possibility is the benefit-driven brochure. You can distill the very essence of your sales message down into a 1-2 page word document, have it laid out and then use it as a powerful selling tool in any mailing you send out. One such example is on Figure 19-7.

As you can see from this example, it reveals the benefits … makes a case for the product … adds some specificity/proof … and then asks for the order. And the advantage of doing this is that not all of your prospects will want to read a long sales letter. Sometimes this is enough. Other times, you may be dealing with prospects who see nice glossy brochures as much more credible than a plain old sales letter. Who knows, maybe you own or write for a fashion company doing B2B marketing. In cases like that, including a brochure in your mailing could be very effective. It's just one example of an industry where the prospect values graphics and layout tremendously.

Use 'Em for Bonding:

This is the next strategy for using your lift notes. Chapter 21 will go into great depth on how to bond with your prospects, and the ultimate benefit of it is that you dramatically reduce his sales resistance. When you bond effectively with your prospects, they're far more likely to want to purchase – because people always prefer to buy from those they like and trust.

1. The Personal Note. The most powerful lift note technique for bonding is through a "personal note" from your editor/spokesperson – written directly to the prospect. You want this to be a little less "salesy" and a bit more emotional and heartfelt than sales copy tends to be. Your goal is to get the prospect feeling that your spokesperson actually cares about him. That's why he's sharing the powerful new solution being offered.

Here's an excerpt from a lift note by Dr. Julian Whitaker:

*****

Dear New *Health & Healing* Reader,

It still amazes me that whenever I see a new patient – no matter what their age or health condition – many tell me the same thing, "I wish I could just forget my health concerns and start over again."

What's even more remarkable are the thousands of patients and readers just like you

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Figure 19-7

KEEP YOUR BONES YOUNG & STRONG WITH INSTANT SUNSHINE™ . . .

Many longevity scientists and heart specialists now believe that all disease is a form of inflammation. How do you fight inflammation throughout your entire body, all at once?

The vitamin D found in sunshine is nature's most potent source for reducing body inflammation found in muscles, joints, arteries, and even the colon.

The health challenge is this . . . as we age the body can't readily convert sun exposure into vitamin D. So even if you live in California, Arizona or Florida, you could easily be vitamin D deficient.

Millions of people suffer from painful and debilitating bone-thinning problems. Millions more will face these problems as America's population quickly ages. Millions more won't ever know they have a problem until a fracture occurs.

BUT HERE'S THE GOOD NEWS:
All of the problems associated with osteoporosis and a wide range of other inflammatory conditions such as heart disease and certain cancers can be dramatically improved by regular daily intake of vitamin D.

Now, you can harness all the healing powers of the sun by using a new breakthrough health formula called **INSTANT SUNSHINE™**.

Just a few drops of this pleasant-tasting, orange-flavored INSTANT SUNSHINE™ gives you a concentrated 1,000 IU of vitamin D3 – which is the precise daily minimum you need to prevent a wide range of health problems associated with vitamin D deficiency.

Take INSTANT SUNSHINE™ in water, juice or straight from the dropper and you could easily reduce the risk of osteoporosis, heart disease, various autoimmune disorders, and some cancers.

JUST ONE ML SERVING (ONE DROPPER-FULL OR ONE CAPSULE DAILY) GIVES YOU AN ENTIRE ARMY OF ANTI-INFLAMMATORY, BONE-STRENGTHENING FIGHTERS YOU CAN'T FIND IN ANY OTHER FORMULA...

- 1,000 IU of vitamin D3 (as Calciferol)
- 5,000 IU of vitamin A (as Retinyl Palmitate)
- 30 IU of vitamin E (as DL-Alpha Tocopheryl Acetate)
- 100mg of Omega-3 Oil (18% EPA, 12% DHA)
- 27mg of Alpha Linolenic Acid (found in Flax Seed Oil)

No matter what your age or current physical condition, you too can now harness the healing powers of the sun and keep your bones young and strong for life.

ORDER 3 bottles of INSTANT SUNSHINE™ for just $99.75 (SAVE $20.19) and get a FREE bottle of Calcium Ladder, a special FREE HEALTH REPORT, plus FREE shipping. (That's a total savings value of $86.95!)

RESULTS GUARANTEED OR 100% OF YOUR MONEY WILL BE REFUNDED!

3 Convenient Ways to Order

1 For FASTEST SERVICE, Call Toll-Free **1-800-471-4007**

2 Fax 1-205-491-1346

3 Mail your order with your check or money order to:
Health Resources
PO Box 3623
Hueytown, AL 35023

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who have said that to me … and then experienced a major turn-around in their health, once they followed my advice.

You can undo years of wear and tear and enjoy good, robust health.

In more then 25 years of practicing medicine, I've learned that when it comes to your health, you can change the future. You can overcome years of natural wear and tear on your body. Your health is not set in stone by your family health history. In fact, I've seen living proof in my patients that it's never too late to enjoy the good, robust health that you've been entitled to all along.

I'm over 60, and I'm facing some of the same issues you are. But, I'm not worried because I've learned to use key natural supplements to help preserve and protect my good health.

As a new reader of *Health & Healing*, I know you're looking for the most immediate way to boost your health. And if you're like the patients who come to the Whitaker Wellness Institute, you're probably already taking vitamins and other nutritional supplements.

But like many of them, you may not be getting the correct amounts of nutrients, in the right combinations for therapeutic results. I've seen this discrepancy time and time again. I know from experience that nourishing your body with high-powered nutrients is the most important action you can take to recharge your body right now. Let me explain …

*****

There are several things we want you to notice about this: 1) the very subdued, and at times, inspirational tone of the writing … 2) the fact that Dr. Whitaker – a world renown health expert – admits that he too suffers from some ailments (vulnerability is an incredibly powerful way to connect with others on a deeper level) … and 3) these emotions are then carried into a soft pitch for the product.

That's really what you want to accomplish in a bonding-style lift note: Connect the spokesperson more intimately with the prospect … show him that you care and are looking to help … and then explain why your product will do just that.

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2. Free Stuff. Sure – bonuses, free gifts and premiums could fall into a variety of categories. Especially benefits. But we mention them here because it's important to understand them within the context of the bonding process.

You see, it's one thing to "tell" your prospects and customers how much you care. But nothing really *shows* how much you care like giving away something of immense value – FREE. In fact, this is the dominant way advanced marketers bond with their prospects, both online and off. They're always giving, giving, giving.

They give away info on their blogs, in their newsletters, with their videos on YouTube, articles on their website, info within their sales copy and so much more. As a result, prospects feel an unconscious gratitude and appreciation to these marketers. This predisposes them to buy.

So do this on BOTH sides of your offer. Do it on the front end – without any strings, before the prospect buys a thing. Just to earn his trust and prove you'll deliver. And then give him free stuff IF he buys – making your offer incredibly generous and hard to refuse.

If you look at the lift note on Figure 19-8, you'll see what we mean. This abundance of attractively presented, well-romanced premiums make the offer feel overwhelmingly valuable. And it strengthens the bond between both parties.

Use Lift Notes for Whatever You Want!

This final group of options doesn't really have an exact theme – they're just techniques that work very well. You may choose to use some or all of them depending on your circumstances.

1. Answer Objections: Since lift notes often have excellent readership, they're a fantastic place to counter any significant objections to your product. Often these are worded with the following statement on the outside of the note, "Read this ONLY if you've decided to DECLINE this generous offer …" And then the inside of the note will attempt to assuage any fears, questions and uncertainty the prospect may still have about buying.

Here's one such example:

*****

Please Reconsider!

Enhanced Oral Chelation Comes With the Strongest Guarantee In the Entire Supplement Industry:

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Figure 19-8

How to receive up to 15 Free Gifts valued at $329.25

Simply try out a no-risk, "best deal" 3-year subscription to *The Bob Livingston Letter*

Besides 36 issues of the "other side of the story," you'll also receive…

Death by Doctors—and How to Protect Yourself and Your Family

Shocking but true, your biggest health risk may be from doctors, surgeries and medical procedures you'd think would save your life. Not so fast! Get the scoop on the biggest hidden dangers in medicine today… the shocking death toll of medical accidents… and how to safeguard your family. A must-read.

The Sweet Scandal

No question about it: America is being blitzed by sugar—and sugar is silently killing more people than the Medical Establishment and government would ever want to admit. Get the real story, plus nature's No. 1 safe sugar alternative.

Crisis Investing and the Hidden Bull Market

The biggest bull market ahead will not be found in traditional markets—but in Energy! Wait until you see what world turmoil will do to energy, oil and precious metals prices. Get ready for triple-digit gains, if you get in now!

The Big "Fat" Lie

If you want to lose unwanted fat and get healthier, the best advice Bob Livingston can give you is, "Dump everything you've ever heard about dieting." There is a better way—that's safe, effective, affordable and proven. Find out what it is, for FREE!

Never Get Sick Again

Imagine for a moment if you could be virtually cold- and flu-proof… without flu shots? Impossible? Not with the immunity boosting secrets you'll discover in this exclusive Special Report. Bonus: The amazing nasal wash that helps wipe out sickness and infection.

Nature's Secrets for Sweeping Plaque, Cholesterol and Toxins From Your Arteries

Worried about a heart attack? Heart disease? A stroke? Not anymore! Discover the latest natural secrets to keep your arteries clean as a whistle, your cholesterol healthy and low, and your blood free of harmful toxins and poisons. You can bet rich doctors don't want you to read this!

Beat Mental Decline and Have a Beautiful Mind

Alzheimer's is expected to skyrocket by 350 percent in the next few years. But you'll discover 10 early warnings signs, a seven minute screening test to see if you or a loved on is at risk, nature's secret remedy for slowing down Alzheimer's and other simple ways to protect your mind and memory.

Bankruptcy by Brokers, and How to Protect and Grow Your Wealth

While millions of Americans are seeing their nest eggs shrinking, brokers are laughing all the way to the bank! Well, the jig's up! Now, you can know their dirtiest tricks and better yet, how to protect your wealth and get rich at their expense.

The Secret of the Richest People in America

Most rich people aren't born rich. In this exclusive Special Report, you'll learn their inside secrets… the one thing rich people have in common (won't cost you a cent)… why rich people always seem to make money investing… how to get started on your road to riches… and much, much more.

The Amazing Miracle Vitamin

For 100 years now, the Medical Establishment has kept the lid on the miracle power of vitamin D, claiming any more than the recommended daily allowance is toxic. Not true! Discover how this ordinary vitamin can reverse health problems such as cancer (breast, prostate and colon), congestive heart failure and osteoporosis.

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You'll FEEL it Working, Or it's FREE!

Dear Friend,

If you're anything like me, you probably get tons of letters from supplement companies each month. And I'm willing to bet that like me, you spend a significant amount of money making sure your body has all the nutrients it needs.

That's good: Especially now, with hundreds of double-blind, placebo-controlled studies proving their safety and effectiveness.

But when it comes right down to it, how do you know – FOR SURE – that they're working for you?

In the enclosed letter, I give you a simple test you can do at home to see for yourself how Enhanced Oral Chelation is removing dangerous plaque from your arteries.

And of course, I'll introduce you to dozens of real people who rave about health miracles Enhanced Oral Chelation has produced for them.

And I want to go one better: By standing behind Enhanced Oral Chelation with the strongest guarantee anyone in the nutritional supplement industry has ever offered you:

You must FEEL the results – actually experience a significant reduction in your symptoms – or simply return the unused portion for a FULL REFUND.

Still not convinced to give Enhanced Oral Chelation a try? OK – how about this: If you EVER decide it's not for you, just return the unused portion for a FULL REFUND!

The simple fact is, you have absolutely, positively NOTHING TO LOSE – and EVERYTHING TO GAIN – by accepting this Risk-Free Offer.

So please – call TOLL-FREE 1-800-ABC-DEFG now, or return the enclosed FREE GIFT CERTIFICATE today to claim your $140.40 in savings and up to 7 valuable gifts!

Yours for better health NOW,

Layne Lowery

*****

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See how this little letter countered the prospect's natural skepticism … assured the prospect he had nothing to lose … and then urged him to take action on the offer? And it focused on the biggest concern facing most supplement buyers: "What if it doesn't work?"

2. Frequently Asked Questions: Perhaps the best, most comprehensive way to answer objections is by including a strong FAQ page. So make sure you gather a list of the most common reasons or concerns your prospects have that prevent them from buying – and then either resolve the issues and/or counter them with persuasive reason-why copy.

For example, maybe your product appears to be very advanced and complicated. And as a result, beginners reading your promotion may assume that it's not for them. But if your product IS suitable for them, you counter this objection with a persuasive sentence like:

"I won't mince words with you, this course is very advanced. However, everything is broken down in such detail … and you'll be walked through each step slowly and comprehensively … that we've found beginners get amazing results using it. In fact, approximately 30% of the glowing testimonials you've seen here come from students with no prior experience. If they can do it, WHY NOT YOU?"

Not every answer has to be this complicated. Sometimes a prospect may not order because he doesn't know how long the product will take to arrive. And just assuring him it will arrive within the next 5 days could make the difference in him ordering.

3. Order forms/Offer Page. Whether you've been studying direct marketing for any length of time or not, we're certain you've seen your fair share of order forms.

While many of the other possibilities we've covered so far in this chapter are optional, having an order form that spells out your offer is not. This is where you vividly show your prospect *everything* he'll be getting when he responds … reinforce your benefits … and tell him exactly how to act, making it all seem as easy as possible.

The best order forms and offer pages also have a strong visual component to them – including pictures of the main product (whether that's every CD in the course or a mockup of every newsletter he'll receive during his subscription or anything else) … pictures of the premiums … you should even go so far as to include visual symbols of other free components to your product or service.

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For example, if you're offering Internet updates and exclusive e-mail access to you, show a picture of a computer to represent that. This is not misleading – your prospect won't think you're throwing a computer into the offer – but it helps further flesh out the offer, making it as tangible as humanly possible.

Final tip: While we've covered the main possibilities you have for your lift notes, this is by no means an exhaustive list. By their very nature, lift notes are infinitely flexible. They can be whatever you want them to be. Most importantly, they can be whatever makes the best case for your product or service!

We strongly suggest that you follow and study the possibilities we've laid out … use the guidelines … and then create the best possible combination – or *innovation* – based on your product, prospect and market.

Rolling Out Hot New Products and Marketing Campaigns

Okay, so maybe you've got nothing to do with direct mail. That's okay. You can use many of these same ideas and principles in your e-mail campaigns, product launches and other forms of Internet marketing.

In many ways, e-mail campaigns and product launches are extended sales letters. Since there's no cost, you've more time and ability for frequent communications with the prospect.

Once you've announced that you've got a new product coming out, you'll begin using some of the different elements in the sequence we're about to show you.

First, you'll want to begin your campaign with a series of initial e-mails informing your prospect that:

1. You've got a new product coming out (the big "announcement" you're making) …
2. You're going to tell him what makes it unique – and why it's going to bring immense value and benefit to his life …
3. And just like any other time you introduce a new benefit, you've got to give him adequate proof that it's true.

So your initial e-mails will often follow this pattern. The difference between this and your lift note process is that you're often going to tease much more. Your goal at the beginning of a launch and other campaigns is to build up both perceived value and intense feelings of anticipation.

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In terms of an initial launch e-mail, we'll give you an example so you see what we mean:

Here's a possible e-mail sequence/ structure that can be used:

*****

Subject line: The Secret Growth Strategy Never Revealed Until Now …

Hey [Name],

As you know, I've been multiplying the sales and profits for some of America's most successful direct response companies for more than three decades. And for the last two years, I've been teaching all the most valuable "in-the-trenches" lessons I've discovered along the way.

But there's ONE secret I've never shared before – not with *anyone* except my eight and nine-figure clients.

Now that's all about to change.

You see, the times have changed. As part of my inner circle, you now have the foundational tools to make full use of this elite growth strategy. It's advanced – certainly not something you learn and master overnight.

That's why I've created a special coaching program – something that involves my own personal time – unlike anything I've ever done before. In it, I not only reveal this secret growth strategy, I walk you through it, step-by-step, until you have it working for you in your own business.

I'm going to be opening the doors to this new program exactly two weeks from today. Only 30 slots will be available – and the news of this program will be reaching over 30,000 guys and gals just like you.

In other words, 999 out of every 1,000 people who've actively expressed interest in this program WON'T make it in.

I'll give you more details about this program in the coming weeks, but right now I can tell you that …

» W.R. has used it to add as much as $5 million a month in pure profit to his company's bottom line …

» R.L. nearly tripled their sales from $20 million annually to $57 million, within 18 months of using this strategy …

» D.G. took their $300,000 home business to the point where they sold it for $5.7 million, after putting it to work for just 13 months …

» Y.S. has used it to make an additional $2 million in profits – in just six months!

And this is only just the tip of the iceberg. I've literally got

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dozens of additional case studies that I'll be sharing with you over the next two weeks.

So be sure to watch for my e-mails. Each one will contain actionable information you can use – TODAY – to rapidly grow your business, even if you're just a freelance copywriter or consultant.

In fact, in my very next e-mail I'm going to show you how John S. put an additional $10,000 into his pocket each month – working about 2 extra hours a week. It's simple – something you've never heard before – and I guarantee you can use it yourself. *Immediately.*

So keep your eyes peeled.

Yours for bigger winners, more often,

Clayton Makepeace

*****

Of course, this is just a hypothetical example. Something we created very quickly to help demonstrate what an initial launch e-mail might look like. This is only one possible e-mail in the initial series. It's easy to see how you could transition into e-mails about your deeper, more desirable benefits … proof of those benefits … answer any objections … present the details of the offer … and then finally make the product/service available.

That means your prospect not only has to anticipate the release of the product, he should be eager and excited about receiving your very next e-mail. To accomplish this, you'll also want to make each correspondence instantly valuable to him in some way.

In a sense, this is the same "advertorial" process that's used in the mail – the difference is that the Web offers so many more options. When you want to make your e-mail communications more "value-added" – you can use a combination of text, audio and video.

Remember, on the Web, the more value you bring to your prospects – the more you can "sell" them without creating a sense of imbalance – the resistance that occurs when the prospect feels he's not getting adequate value for reading your sales messages.

Plus, the beauty of giving valuable, usable information away free during your launch and campaign e-mails is that you're also offering proof at the same time. For example, if you're launching an Internet marketing product – why not show the prospect how to use one of your lesser strategies and make money. This is something our friend

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Frank Kern recently did, and he's one of the best in the world at this process.

Ultimately, you can use the knowledge of your options with lift notes – and how to write them – in order to plan and implement your e-mail marketing campaigns.

So that's one basic formula for introducing new products:

Announcement + benefit + proof … greater benefits + usable info + proof (repeat several times) … break down the offer … relieve the risk … and then … open the doors, allowing your prospects to order (access to your landing page and order links).

All throughout, you're going to be teasing about what's to come … the upcoming e-mails … the value of the offer … the benefits. And you're going to be building up the demand and limited/scarce nature of the offer.

Pretty simple, huh? Of course, there are very advanced ways to launch a product – and for that you should go to guys like Jeff Walker or Frank Kern. But this is a basic template that definitely works. And the better you get at designing and creating each component of direct mail/lift notes, the better you can use them to execute powerful e-mail campaigns.

How to Quickly Create a Killer Website

As you've probably seen, most companies are simply NOT systematic in the way they create, build and design their websites. We're talking about the content they present – it's pretty random.

You see, many companies feel uncomfortable having a long sales letter as their entire site. They want to model themselves after the large respectable companies with "traditional" looking websites.

On some level this makes sense. A large multi-page website does feel less threatening and more credible to prospects. And it allows your company to communicate many different, often seemingly unrelated ideas under one central umbrella.

That's where this lift note process you've just learned comes in very handy. Now that you have all these persuasive possibilities for your lift notes, consider how any of them would function as a single page on a website.

Some of them you've already seen many times online – like a FAQ page. But what about a page with a very personal, mission-like note from your company's owner or spokesperson? That's a very powerful bonding tool. Or

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a page where you list your company's track record and all the amazing things you did "first."

It will all depend on what your product brings to the table. The cool thing is, even if you don't want to follow the typical sales letter approach, you can break up your website into many of the pieces we've covered here in this chapter: Benefits … research … credibility … free information … answering objections … guarantee … and a nice order page with your complete offer(s) displayed.

Best of all, you can even have these separate pages link to each other – so that the prospect can move from page to page in the exact sequence you want him to. (You've probably seen this before, where there's a little arrow and link at the bottom right of the page with a line like, "For proof of why Proactiv works – including amazing stories of transformation – click here …") Having your pages linked like this – so he moves through each key element of your promotion – will give him a very sales letter-like experience, without it ever feeling overtly like a sales letter.

And that's something to remember if you're using this lift note process to enhance or create a website: You always want to *contro*l and *direct* your prospect's experience. If not, what are the chances of him actually doing what you want? Low, right?

But by creating a series of powerful, separate-yet-connected pages on a website, you're in a much better position to direct your visitors' experience – and get them to that all-important order page.

Whether you write and market via direct mail or the Web, that's what these lift note secrets are really all about: *Orders.*

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Action Steps

19

Lift Notes, Sidebars, & E-Mails

Lift notes are those little inserts that accompany a sales letter inside the direct mail envelope. They have a powerful ability to increase the persuasiveness of your promotion, because of what they add. Here's how to make them work:

1. Select your most persuasive elements and then showcase them in your lift notes, asking yourself the following questions:
   a. Which parts of your overall sales message are most essential?
   b. If your prospect was exposed to NOTHING ELSE, what must he see in order to buy?
   c. Are there certain testimonials/case histories you're absolutely sure will have a strong, persuasive effect?
   d. Is your guarantee exceptionally powerful or bold?
   e. Do you have proof elements – such as clinical studies, awards, certifications or anything else – that your competition simply cannot match?

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f. Do you offer service features/benefits unlike anyone else in your industry? Faster shipping? Free consultations?

g. Are there celebrities, doctors, or other notable authorities openly endorsing your product? Or maybe just certain elements of your product (i.e. maybe a doctor is raving about a specific ingredient within your supplement?)

h. Do you have a compelling visual illustration/demonstration of what your product does for the prospect?

2. Now, if you're writing a direct mail package, create 3-5 Lift Notes, basing them on any of the following factors:

   a. For Proof –

      i. Guarantee

      ii. Testimonials

         » Be specific

         » Be clear

         » Include Headlines

         » Include variety

         » Legitimize them

         » Give them a face

      i. Research

      ii. Charts, graphs or other visual proof elements

      iii. Reprinted articles

      iv. Logical Sales Argument

   b. For Benefits –

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i. Reinforce and Dimensionalize

ii. Uniqueness/USP (Unique Selling Proposition)

iii. Brochure

c. For Bonding

i. The Personal Note

ii. Free Stuff

d. For whatever you want

i. Answer Objections

ii. Frequently Asked Questions

iii. Order forms/Offer Page

3. Roll Out Hot New Products and Internet Marketing Campaigns with e-mails informing your prospect that:

» You've got a new product coming out (the big "announcement" you're making).

» You're going to tell him what makes it unique – and why it's going to bring immense value and benefit to his life.

» Just like any other time you introduce a new benefit, you've got to give him adequate proof that it's true.

» Do this while building intense anticipation and desire leading up to the big release of your product, and you'll sell many times more than if you just sent out a sales letter.

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You may or you may not end up using this information in your actual promotion – it all depends on your assignment.

Yet still, it's crucial that you understand the fundamentals you just learned – because they apply to all sorts of situations. As mentioned in the chapter, you can use these secrets to write e-mails that drive your prospects to your sales letter … to launch products … to create a website … just about anything you want.

So depending on the kind of assignment you have, do your best to apply the information from this chapter and then move on.

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Quick-Start Copywriting System

20

Your License to Steal … **and Profit!**

In this Chapter …

- The secret to turning other peoples' past promotions … INTO YOUR FUTURE SUCCESSES! (Use your Swipe File to write better copy, faster … earn more money in fees and royalties … and quickly rise to the top of your niche or industry) …

- The unique process for organizing your Swipe File – so that it not only becomes the ultimate learning tool – it practically writes your promotions for you!

- How to burn the "success patterns" of outrageously successful promotions directly into your brain – so that you naturally write like the top guys and gals …

- And so much more!

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First, let's get the obvious out of the way …

… This chapter is all about *Swipe Files* – the name we use for a collection of winning promotions gathered with the intention of "modeling" various elements from them.

This process of "modeling" – writing your copy as you closely study the words, phrases, and structures of another winning promotion – is called "swiping."

We also would like to state something for the record: We do NOT recommend the word-for-word copying of another's promotion – for reasons of ethics. And also because we believe that this is detrimental to you and your overall progress as a writer. More on this later.

Right now, let's move on to the more advanced stuff. See, while nearly every teacher in this industry recommends you build up a Swipe File … precious few actually teach you how to effectively *USE the swipe file process!*

And that's a shame, because what you DO with your Swipe File makes all the difference in the world. It's the difference between having a worthless stack of promotions collecting dust on your desk – and turning those very same promotions into the ultimate learning tool – one that can put many thousands, or even millions of dollars into your pocket.

These Swipe File Secrets Will Guide You For the Rest of Your Life

Why? Because there are countless benefits to the method and secrets you're about to discover:

» **You'll turn your swipe file into a** learning tool – perhaps the most effective weapon in your arsenal for becoming a better copywriter …

» **You can systematically improve** and eliminate your weaknesses, **one by one …**

» **You'll see what benefit appeals** worked in the past … which ones **are timeless and universal …** and, if you're getting current promotions in the mail, you'll see what's working and what isn't – in the *real world, right now* …

» You'll often write faster – MUCH FASTER – because you won't have to think as much about how to word your message …

» Depending on your current skill **level, you'll typically write better** than if you tried to come up with something totally on your own …

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» **Your overall creativity will be** dramatically enhanced …

» **Successful qualities and habits** of winning promotions will seep **into your subconscious, beginning to rub off on you …**

» And so much more!

Okay, so maybe we're overselling you on the idea of using your Swipe File. Chances are, if you've been in this business for any length of time, you're *already sold* on the concept – and you're always looking for new promotions to add to your file.

Still, we've got some great news for you.

We're willing to bet – no matter who you are – whether you're a beginner copywriter or a seven-figure superstar – that you're only getting a fraction of the benefit you *should* be getting from your Swipe File.

That's why we did this chapter – to help. We're going to discover a far more systematic way to use your Swipe File – a proven method that has already been working for a slew of other successful copywriters. In fact, they would have never gotten to the point where they are today, were it not for the step-by-step process we're about to share.

Plus, the timing couldn't be better. If you went through this course up until now, you got an amazing foundation into what goes into a direct response promotion. And armed with that knowledge, you'll be able to use your Swipe File to assist you in writing (and rewriting) virtually any part of your promotion – as well as thoroughly studying the many secrets and principles we've convered.

The Primary Secret Behind this Entire Process

To maximize the value of your Swipe File, you must have the right mindset.

The great Gary Bencivenga once said something to the effect of, *"A promotion is really just the sum of its individual components."* His point was simple: The overall quality of a promotion is really just a byproduct of the various elements that make it up – whether it's your headline, lead, body copy, close, guarantee or anything else.

Therefore, if you simply strengthen each component of a promotion – one-by-one – you're *guaranteed* to improve its overall pulling power!

In fact, masters like Gary, Clayton and others will always evaluate the key components of a competitor's promo-

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tion before deciding whether or not they want to challenge it. They look at the theme, the headline, the lead, the offer and other key stuff.

It's why they have such a high success rate at challenging strong controls – and *winning*.

Okay, this is great for them – but what does this have to do with YOU?

Glad you asked!

To answer that we need to examine the first part of the process …

Turn Your Swipe File Into a Perpetual Cash Machine – By ORGANIZING It!

If you're like many of the copywriters we've met in this business, you've probably got a big stack of promotions you're collecting – or maybe a hard drive filled with PDFs. This is what most writers have nowadays.

Occasionally, they'll sift through their stacks of promotions and look for something to catch their eye. Other times, they might even read one! (Gosh, who woulda thought of that?)

But there's usually little or no organization whatsoever.

Of course, we have seen some writers attempt to organize their Swipe File – such as putting promotions into basic categories: Health, Investment, and/or according to the copywriter who wrote them. But still, we believe approaches like this are highly limited.

Instead, here's the overall system we recommend:

1. Get on as many mailing lists as **possible. Agora, Phillips, Healthy** Directions, Boardroom, Motley **Fool, KCI, Soundview, Weiss and** others. Just Google any of these companies, find their newsletters and then sign up for a subscription. It may cost you a few bucks – the amount of promotions you get in the mail as a result will pay for themselves in spades.

   Plus, you can use the newsletters to learn the market, get a sense of the readers paying for those publications, learn about the editor – who knows … you could be paving the way to someday write the control for that publication!

   If you're really pressed for cash, each of these companies have free e-letters that you can subscribe to – and by being on their e-mail list, you'll get a steady flow of their Web promotions virtually every day. They obviously won't be in print format, and they're not

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always of the same quality as what you'll find in the mail. But it's definitely a start.

2. **Read every promotion you get from cover to cover, as you get it.** Countless leaders – from Michael Masterson to Gary Bencivenga – all recommend this "promotion-a-day" principle. Doing this with your file, and especially if you're growing it each day by being on mailing lists, should allow you to easily read a new promotion each day.

3. But don't just read it – STUDY IT! It's one thing to just read a winning promotion, which certainly has value. But it's another thing to actively engage your mind in breaking it down, analyzing what makes it tick.

4. **So how do you break it down and** analyze it? Our first rule is: Study it piece-by-piece. Remember, as we discussed, that a promotion is really nothing more than the sum of its components. The main components of any promotion are: Headlines, Big Selling Ideas, Leads, Subheads, Body Copy, Offer, Guarantees, Close, Bullets, Order Form, Back Cover, Inner Cover, and perhaps several little things you may want to add. Learn to instantly recognize these elements and be able to evaluate the differences (especially in terms of quality) between the variety of examples you see.

5. As you read through your promotion each day, pick out really good examples of each of those components. See any good headlines? Good closing copy? Mark those pages with a sticky note that labels the component (headline, lead, close, etc.) and name it so as to distinguish this example from others. In other words, you should mark the cover page of a CoQ10 promotion with the words, "Headline – CoQ10" – simple, right?

6. When you're done with a promotion, set it aside. (We'll come back to them in just a second.) Once you've done this with at least a few different examples, start to *process* them.

Here's where it gets interesting: We recommend you scan or photocopy the page you marked, and then start filing these pages according to that specific element.

For example, if you scanned a headline that caught your eye, then put that in a folder on your hard

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drive titled, "Headlines." We believe that PDFs allow you to take snapshots of a specific page – so if you have PDF promotions, then you'd basically just snapshot the page you want, save it and file it away.

On the other hand, if you photocopied the page, then put it in a physical folder you've designated for headlines. The benefit of photocopying is that you can easily write notes in the margin or on the back. This is optional, of course.

7. **Repeat – over and over again!** This process of reading a winning promotion – picking out its strongest components – and then filing them into a single place will be priceless for you. Here's why …

One of the Fastest, Most Effective Ways to Improve Your Copy

The more you follow this process, the more you begin to see all the nuances and subtleties of each part of the copywriting process. You'll dramatically sharpen your ability to recognize what a good headline … close … guarantee … or anything else looks like.

And as you internalize all the little qualities, tips, and ideas you get from closely reviewing each component, you'll also improve your ability to write each of them … faster than you ever would have imagined.

For a second, just think about what separates an A-list superstar from the average Joe copywriter. Sure, an A-list person usually has more experience. Sure, he's probably got more talent too. But what's the bottom line? From our experience with top writers, we know that they see *all the little nuances and elements of a promotion* with a much greater sense of detail and possibility.

In other words, he notices the finer points of a lead or close that another writer might not notice – and this allows him to better judge its quality and potential success. And if it's not up to par, he also has a greater set of possibilities in his mind for how to improve it.

This gives him the ability to eliminate many losing options that most writers would be content to run with – and the capacity to find the winning angle someone else didn't even know was possible.

Sure, much of this comes from experience. And we certainly don't mean to undermine or belittle the value of experience. We're just saying that this swipe file process greatly accelerates your ability to gain what so often comes with experience. By carefully studying

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all the little details that go into winning headlines … lead copy … closing … and all the other elements … you really acquire much of the same knowledge and insight the masters have, only FASTER! And when you combine real, live experience with this process – your progress and results skyrocket.

Taking It to The Next Level

So the first thing you get with this process is accelerated learning. But you get more than that: Once you have a bunch of examples of each component, you're also ready to use them in creating your own promotions.

"Great Copy is Not Written, It's Assembled."

Those are the words of copywriting legend, Gene Schwartz. The point he was making is that the process of writing a promotion – especially a long one – is different than writing a simple letter, a poem or a work of fiction. With long copy, you *build* your promotion – layer-by-layer – through your research, the various technical components and then you finish by gluing everything together.

For example, some of the world's best writers – like Carline Anglade-Cole – will begin their writing process (once her research is done) with the sidebars … premiums … guarantee copy … and so on. These are simply "must-have" elements of any promotion. Once they're all written, not only has she conquered the blank page, but she's also begun to create the necessary building blocks for a winning promotion.

In other words, she's *building* her promotion more than she's actually "writing" it.

Gary Halbert, Parris Lampropoulos and John Carlton often recommend starting with bullets. Then they move onto other sections of the copy.

Of course, there's no right or wrong way to start.

The point is that the process we described earlier helps you break down all the various components you'll need to create each time your write a promotion. The more you study well-organized world-class examples of these copywriting components, the better you'll understand what makes them work. More than that, the examples in your Swipe File folders will function as templates and idea starters for you …

… And all of the sudden, it becomes far easier to write them! Why? Because you'll find that you simply need *adapt* these winning examples to the circumstances of your own promotions. You can do this piece-by-piece – adapting a

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winning headline … lead … body copy … closing copy … guarantee and more.

Then you just connect your headline, your lead, your body copy and everything else together in the most compelling way possible. See – you're not writing copy – *you're assembling it!*

Let us give you some examples so that you know precisely what we mean …

Watch Me Model This Winning Guarantee – In a Matter of Minutes!

To give you a quick look at what swiping is like, let's look at an example of modeling great guarantee copy. The guarantee you see on Figure 20-1 was written by Kent Komae. It's very strong as you can see. But let's say that we were faced with the task of promoting a totally different type of product – one for Internet marketers and entrepreneurs – called *Make Millions Selling Membership Sites!*

Here are the pertinent facts and benefits you need to know:

» Selling membership sites is one of the easiest, most sure-fire ways to make seven figures online …

» With this system, you'll reduce the amount of pay-per-click and banner ad promotions you need to run by 40% – and still be able to double your revenue. This has been documented in over 200 meticulous case studies over the last six months …

» And in most cases, you'll not only double your monthly revenues – you'll put them on autopilot so that you make that money month in and month out …

» When you implement this system, you'll have a new sense of freedom and independence, because you'll be making 2-3 times more money in half the time …

Here's how we would model Kent's wonderful guarantee copy:

*****

Make Millions Selling Membership Sites is guaranteed to grow your income and reduce **your hours in the office, or it's** FREE!

Since you risk nothing, why not order the *Make Millions Selling Membership Sites* **breakthrough today?**

You won't risk one cent by trying *Make Millions Selling Membership Sites*. That's because your order is protected by not one but three ways:

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Figure 20-1

100%, no-risk, lifetime, money-back triple guarantee

PS is guaranteed to improve your memory and reduce mental decline, or it's FREE!

Since you risk nothing, why not order the PS breakthrough today?

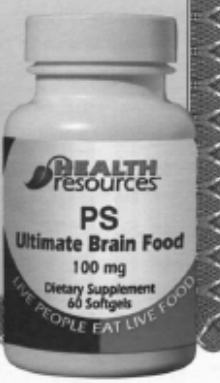
You won't risk one cent by trying **PS** from Health Resources. That's because your order is protected by not just one, but three ways:

GUARANTEE No. 1: **PS** from Health Resources is guaranteed to reduce mental decline… improve your memory… clear up "brain fog"… make yourself smarter… and give you a new sense of mental freedom and independence—or it's yours FREE! That's right! You must be completely satisfied with **PS** from Health Resources or you pay nothing.

GUARANTEE No. 2: **PS** from Health Resources is guaranteed to be backed by research on **PS** that proves it works, including 64 worldwide clinical studies, 17 of which were double-blind placebo-controlled, and on more than 2,800 research papers documenting the effectiveness and safely of this brain-boosting, memory-protecting nutrient. Compare that kind of irrefutable research to any other brain nutrient. You must be completely satisfied with **PS** from Health Resources or you pay nothing.

GUARANTEE No. 3: **PS** from Health Resources is guaranteed to meet and exceed the highest quality standards for ingredients, bioavailability, and potency. It is tested to ensure that you get exactly what we promise—the highest-quality brain nutrition available today in each and every soft-gel. You must be completely satisfied with **PS** from Health Resources or you pay nothing.

In fact, should you in any way be dissatisfied with **PS** from Health Resources, you may return any unused bottles—any time—for a full, 100 percent refund! This is not a pro-rated, limited-time guarantee, but a **100 percent money-back guarantee for life!** Try finding a guarantee like that in any health food store. What's more, should you cancel, your FREE GIFTS are yours to keep with our compliments. Could anything be fairer and less risky than that?



Get an extra FREE GIFT

if you order within the next 10 days!

The World's BEST Anti-Cold & Flu Program

Imagine how good and safe you and your family will feel if you never (or rarely) suffer from colds or flu. Impossible? Not with the immune-boosting, cold-fighting, flu-banishing secrets revealed in this must-read Special Report. Discover…

- The hidden risk of ordinary flu that can turn it… deadly!
- Cold remedy rip-off! More than $1 billion is spent every year on over-the-counter cold remedies, yet they offer only temporary relief from symptoms at best.
- The single most important thing you can do to keep from getting sick. No doctor or medicine required!
- The "ultimate" cure for colds and flu: Pure water! Advice from doctor who wrote *Your Body's Many Cries for Water.*
- The shocking link between stress, colds and flu. What keeps your colon clean and boosts your immunity.
- Healing "foods of the future" are here now! Whole food concentrates that give you an iron-clad body free of colds and flu.
- The 10 cent cure for colds. Most people are 80 percent deficient of this amazing vitamin.
- The sauna secret that reduces your risk of a common cold by up to 30 percent. Based on surprising Swedish research.
- Plus, much, much more. Combine this FREE Special Report with your FREE bottles of **BreatheFree™ Nasal Wash** and say goodbye to colds and flu!

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GUARANTEE No. 1: *Make Millions Selling Membership* Sites is guaranteed to reduce your pay-per-click costs by 40% … cut your workday in half … double your monthly revenues … and, most importantly, give you a new sense of financial freedom and independence – or it's FREE! That's right! You must be completely satisfied with *Make Millions Selling Membership Sites* or you pay nothing.

GUARANTEE No. 2: *Make Millions Selling Membership Sites* is guaranteed to be backed by over 200 meticulous case studies, proving that any customer who's used this product for at least 6 months now works half as much, makes at least twice as much money and enjoys their business more than ever. Compare that kind of irrefutable proof with any other Internet marketing product. You must be completely satisfied with *Make Millions Selling Membership Sites* or you pay nothing!

GUARANTEE No. 3: *Make Millions Selling Membership Sites* is guaranteed to provide you with deep, easy-to-follow, step-by-step instructions on how to build a seven-figure business using membership sites. It has been tested with hundreds of happy members – it's the highest quality product of its kind. Actually, it's the ONLY product of its kind. You must be completely satisfied with *Make Millions Selling Membership Sites* or you pay nothing.

In fact, should you in any way be dissatisfied with *Make Millions Selling Membership Sites*, you may return the product – any time – for a full 100 percent refund! This is not a pro-rated, limited-time guarantee, but a 100 percent **money-back guarantee for** life! Try finding a guarantee like that elsewhere on the Internet. What's more, should you return it, your FREE BONUSES are yours to keep with our compliments. Could anything be fairer and less risky than that?

*****

We realize we might be belaboring the obvious by completely rewriting every word of Kent's guarantee. But it's important that you see *exactly* how we started with raw facts about our product

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– and within a matter of minutes we "created" a world class guarantee. This is one way in which you can swipe.

How to Swipe Winning Sidebar Copy

On Figure 20-2, you can see the sidebar with the headline, "BACK PAIN MYSTERY SOLVED and beat by simple lactose pill!" Now let's say that you're writing about arthritis pain instead. And your copy needs to address a rare mineral cure you've discovered. Here are the details you know you need to swipe this sidebar copy:

» 26% of US adults suffer from arthritis pain …

» There's no scientifically verified cause of it …

» Dr. Jonathan Wright, the doctor you're promoting – believes the cause is a mineral deficiency …

» A company in the Sierra Mountains has discovered that when the body is missing the mineral silica, arthritis pain nearly always shows up …

» When patients took this special form of silica, 87% experience an elimination of their arthritis pain …

Given these facts, you might swipe the copy something like this:

*****

ARTHRITIS PAIN MYSTERY SOLVED and *beat* **by a simple** mineral!

Sierra Mountains, Nevada – Experts estimate that 26% of all adults will suffer some form of arthritis pain, but up until now, they've been at a loss to explain why! Contrary to common belief, many cases are *not related to age or genetics at all.*

But now, a new double-blind study by a company located in the Sierra Mountains of California confirms the surprising discoveries of Dr. Jonathan Wright. For years, Dr. Wright has insisted that much of the mysterious arthritis pain adults suffer is caused by a simple mineral deficiency. When the body lacks the mineral silica, Dr. Wright contends, the joints respond with progressively greater levels of pain.

The Sierra scientists tested this theory by giving patients a simple silica-filled capsule that corrects this mineral deficiency. The uncanny results were just as Dr. Wright would have predicted …

87% of arthritis sufferers report dramatic relief!

Full details about the unique form of silica and how to use it may be found in Dr. Wright's new 101

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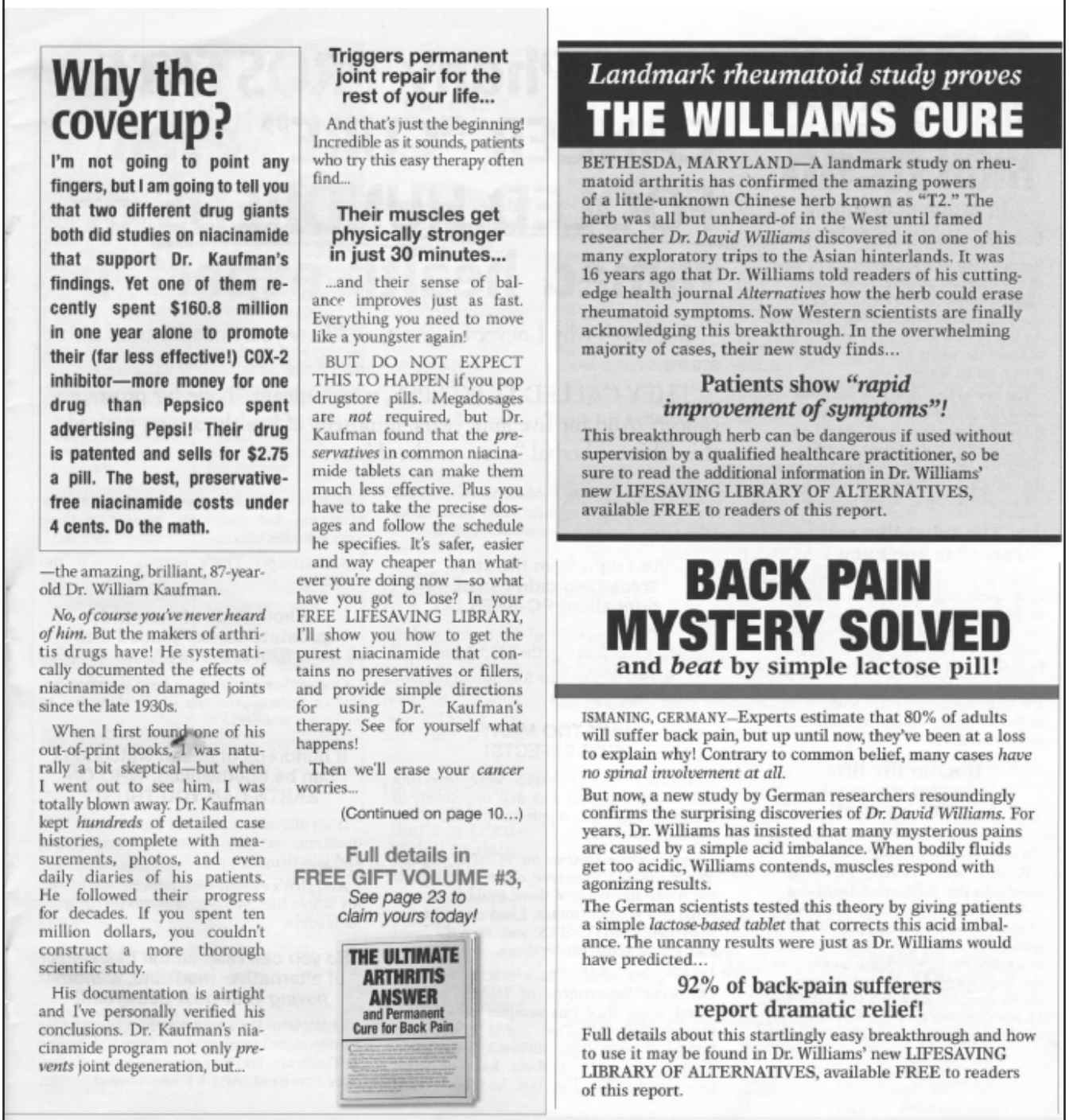
Figure 20-2



Why the coverup?

I'm not going to point any fingers, but I am going to tell you that two different drug giants both did studies on niacinamide that support Dr. Kaufman's findings. Yet one of them recently spent $160.8 million in one year alone to promote their (far less effective!) COX-2 inhibitor—more money for one drug than Pepsico spent advertising Pepsi! Their drug is patented and sells for $2.75 a pill. The best, preservative-free niacinamide costs under 4 cents. Do the math.

—the amazing, brilliant, 87-year-old Dr. William Kaufman.

No, of course you've never heard of him. But the makers of arthritis drugs have! He systematically documented the effects of niacinamide on damaged joints since the late 1930s.

When I first found one of his out-of-print books, I was naturally a bit skeptical—but when I went out to see him, I was totally blown away. Dr. Kaufman kept *hundreds* of detailed case histories, complete with measurements, photos, and even daily diaries of his patients. He followed their progress for decades. If you spent ten million dollars, you couldn't construct a more thorough scientific study.

His documentation is airtight and I've personally verified his conclusions. Dr. Kaufman's niacinamide program not only *prevents* joint degeneration, but...

Triggers permanent joint repair for the rest of your life...

And that's just the beginning! Incredible as it sounds, patients who try this easy therapy often find...

Their muscles get physically stronger in just 30 minutes...

...and their sense of balance improves just as fast. Everything you need to move like a youngster again!

BUT DO NOT EXPECT THIS TO HAPPEN if you pop drugstore pills. Megadosages are *not* required, but Dr. Kaufman found that the *preservatives* in common niacinamide tablets can make them much less effective. Plus you have to take the precise dosages and follow the schedule he specifies. It's safer, easier and way cheaper than whatever you're doing now —so what have you got to lose? In your FREE LIFESAVING LIBRARY, I'll show you how to get the purest niacinamide that contains no preservatives or fillers, and provide simple directions for using Dr. Kaufman's therapy. See for yourself what happens!

Then we'll erase your *cancer* worries...

(Continued on page 10...)

Full details in FREE GIFT VOLUME #3,
See page 23 to claim yours today!

Landmark rheumatoid study proves

THE WILLIAMS CURE

BETHESDA, MARYLAND—A landmark study on rheumatoid arthritis has confirmed the amazing powers of a little-unknown Chinese herb known as "T2." The herb was all but unheard-of in the West until famed researcher *Dr. David Williams* discovered it on one of his many exploratory trips to the Asian hinterlands. It was 16 years ago that Dr. Williams told readers of his cutting-edge health journal *Alternatives* how the herb could erase rheumatoid symptoms. Now Western scientists are finally acknowledging this breakthrough. In the overwhelming majority of cases, their new study finds...

Patients show *"rapid improvement of symptoms"!*

This breakthrough herb can be dangerous if used without supervision by a qualified healthcare practitioner, so be sure to read the additional information in Dr. Williams' new LIFESAVING LIBRARY OF ALTERNATIVES, available FREE to readers of this report.

BACK PAIN MYSTERY SOLVED

and *beat* by simple lactose pill!

ISMANING, GERMANY—Experts estimate that 80% of adults will suffer back pain, but up until now, they've been at a loss to explain why! Contrary to common belief, many cases *have no spinal involvement at all.*

But now, a new study by German researchers resoundingly confirms the surprising discoveries of *Dr. David Williams.* For years, Dr. Williams has insisted that many mysterious pains are caused by a simple acid imbalance. When bodily fluids get too acidic, Williams contends, muscles respond with agonizing results.

The German scientists tested this theory by giving patients a simple *lactose-based tablet* that corrects this acid imbalance. The uncanny results were just as Dr. Williams would have predicted...

92% of back-pain sufferers report dramatic relief!

Full details about this startlingly easy breakthrough and how to use it may be found in Dr. Williams' new LIFESAVING LIBRARY OF ALTERNATIVES, available FREE to readers of this report.

Call Toll-Free 1-800-843-8408

ALTERNATIVES 9

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Little-Known Natural Cures, available FREE to readers of this report.

*****

See how easy that is? Basically, we took our own facts, substituted them into the right places in the copy, and changed some of the wording. We recommend you re-read both the original sidebar and this swiped copy to see all the little changes.

What if you don't have exactly the same kinds of information – or what if your circumstances are somewhat different? No sweat – just remove whatever you want!

There's no rule that says you must include every element or sentence of the original copy you're modeling your copy after. In fact, it's better to change it a bit more if you can. The bottom line is that – by using this process – you can have great copy in place, without lots of additional time or thought.

How to Best Learn From Clayton's Closing Copy

On Figure 20-3 and Figure 20-4, you'll find one of Clayton's closes for a very winning investment promotion. Now let's see if we can apply this copy to a very different product – an e-book called *7 Secrets to Lower Golf Scores*.

We only need to know some very simple things about this product to make the close work:

» The secrets in this golf product help increase the prospect's driving distance …

» By following the advice inside, he'll also improve his mid-game …

» Finally, he can quickly shave strokes off his putting game …

» All told, the prospect can slash up to ten strokes from his game with these secrets, virtually overnight …

Now let's apply it this to the closing copy you see from Clayton:

*****

I urge you – let my *7 Secrets to Lower Golf Scores* help you TAKE CONTROL of your golf game – NOW!

This is a defining moment for you as a golfer. As I said at the outset of this article, three paths lie before you. Only ONE of these paths really makes sense:

I want you to TAKE CONTROL of your golf game – and get the 7 secrets that help dramatically increase your driving distance … boost the quality of your mid-game … and make

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Figure 20-3

Reply Now And Claim Your $460 EXTRA BONUS:

Today's Most-Advanced Investment Tools At Your Command 24 Hours A Day!

Can you name any other service that offers you anytime access — 24 hours a day, 7 days a week — to all the powerful moneymaking, money-saving tools you can now enjoy on our password-protected SAFE MONEY web site?

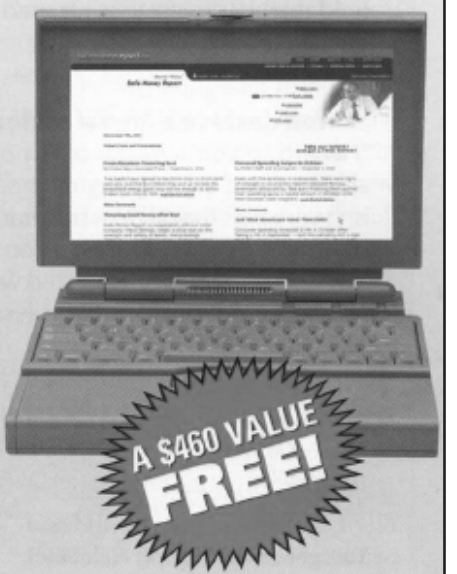
No way! After all — the SAFE MONEY web site is the only web destination in the world that lets you:

■ Read each new issue of *SAFE MONEY REPORT* the second it is released: You get my latest forecasts, both long and short term, for the Dow, the S&P, individual stocks, bonds, mutual funds and more.

■ And because you get my profit recommendations DAYS before they would otherwise reach you by mail, you can act to shield your wealth and capture important profit opportunities long before other investors even know they exist!

■ Check DAILY updates to keep your money safely growing: Between issues, the SAFE MONEY web site lets you keep up with our latest Flash Alerts and our daily commentary on the hottest investment news.

■ Make more prudent financial decisions …



for our money. We need the best return we can muster if we are ever going to be able to retire. It's time to fire my other advisor. I just don't have deep enough pockets for stuff that doesn't work. I wish I had signed up for your 2-year rate instead of just one. Is it too late to add another year on? Thank you for your help and support. I look forward to a long and prosperous relationship."

■ And K. Williams of Tampa, FL, says, "I was reluctant to subscribe to *Safe Money Report*. I've subscribed to financial reports before and found some value, but none met my expectations. This Safe Money Report site, alerts, e-mail are fantastic. Your investing strategies and advice are easy to follow, specific and clear, and suit me. You have a subscriber as long as I am an investor. You are tops. Subscribing IS *the single best move* I made in my investing life."

Now — can I guarantee that you will do as well as these subscribers? No. But these kinds of results do prove it's possible. And after all — you'll never know unless you give Safe Money a fair try!

I urge you — let my SAFE MONEY INVESTOR SERVICE help you TAKE CONTROL of your financial future — NOW!

This is a watershed moment in your life. As I said at the outset of this article, three paths lie before you. Only ONE of these paths really makes sense:

I want you to TAKE CONTROL of your investments — and get the guidance and advice that keeps your money safe and introduce you to the investments that are already soaring 124% … 141% … up to 562% even in these tricky times.

Please — for your own sake — join me in my SAFE MONEY INVESTOR SERVICE today!

Look, I want to help you set YOUR OWN agenda for your more successful financial future now. Why go even one more day without the safety and profit potential my

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Figure 20-4

PLUS, the SAFE MONEY WEB SITE lets you …

- Quickly and easily research any company or mutual fund traded on Wall Street …
- Get an instant quote on any stock or mutual fund listed on any exchange in the United States …
- Conveniently maintain your entire portfolio in one place, and …
- Check the headlines for red-hot, breaking news headlines about the companies behind YOUR stocks — before other investors have a chance to react to it.
- No other investment web site even comes close to giving you all this — not even the ones that charge $230 a year. And yet, you get it all FREE as part of your SAFE MONEY INVESTOR SERVICE membership!

PLUS, You Get URGENT FLASH ALERTS When Fast-Breaking Market Events Warrant

Sometimes, things happen too fast for a monthly publication to keep up. Maybe it's the pending default of a major country … or an eye-opening morsel of economic news that requires immediate action.

Whatever the event, SAFE MONEY's Flash Alerts — rushed to you via e-mail or fax (your choice) — get Dr. Weiss' analysis and advice to you almost instantly!

Other advisors charge handsomely for this kind of instant access — but it's yours, FREE as a member of the SAFE MONEY family!

Join us NOW and get $1,361-worth of today's best investing tools and discounts! **Dial TOLL-FREE 1-800-236-0407** or see the order form on page 23 of this report NOW!

SAFE MONEY INVESTOR SERVICE can offer you.

You've put this off long enough — and delaying has cost you a bundle. It's time to ACCEPT this risk-free invitation to join me in my SAFE MONEY INVESTOR SERVICE.

To apply for your membership, just complete and mail the FREE GIFT CERTIFICATE on page 23 of this report or dial TOLL-FREE 1-800-236-0407 today.

Please — if your financial security means anything to you — let me hear from you right away!

Warmest regards,

Martin D. Weiss

Martin D. Weiss, Ph.D.
Editor, Safe Money Investor Service

P.S. Respond NOW by dialing TOLL-FREE **1-800-236-0407** and you'll receive a ninth valuable gift — absolutely FREE — BEFORE YOU EVEN HANG UP!

THE SINGLE BEST PLACE TO INVEST $10,000 NOW is a 30-second introduction to my #1 investment pick right now. I don't want to give too much away now, but let me just say that it …

- Is perfectly suited to today's unfamiliar new investing environment …
- Harnesses the power of Washington's budget disaster to deliver world-class profit potential WITHOUT exposing you to unreasonable risk …
- MUST be purchased IMMEDIATELY — within the next 10 days — to maximize your profit potential!

I urge you: Do NOT delay — call TOLL-FREE 1-800-236-0407 RIGHT NOW!

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you better at putting than ever before … ultimately slashing up to ten strokes from your game, virtually overnight.

Please – for your own sake – download your copy of *7 Secrets to Lower Golf Scores* today!

Look, I want to help you get the kind of results you deserve out on the course. Why go even one more weekend without the confidence and exhilaration that only *7 Secrets to Lower Golf Scores* can offer you.

You've put this off long enough – and delaying has cost you too many strokes and lousy golfing afternoons already. It's time to ACCEPT this risk-free invitation to download my *7 Secrets to Lower Golf Scores*.

To get your copy, just click on any of the links you see on this page or call TOLL-FREE 1-800-ABC-DEFG today.

Please – if your golf game means anything to you – let me hear from you right away!

*****

Pretty simple, huh? Also, notice how we didn't take every word of this close verbatim. We changed phrases like "watershed moment in your life" to "defining moment for you" (because the former is too serious an expression for a golf product) … or a phrase like "set YOUR OWN agenda" became "get the kind of results you deserve on the course." These are just examples of knowing how to change the words properly to fit your own unique product – staying in alignment with the overall tone, feel and benefits it offers.

How to Model A Winning Lead

As you know, lead copy is one of the most critical parts of any promotion. We covered it in Chapter 12. You see, a weak or cumbersome lead can cost you everything.

But the good news is, swiping lead copy is one of the *easiest* things to do. Especially when you build a separate folder for every great lead you find as you build your swipe file.

For example, on Figure 20-5, you can see a winning promotion from Doug D'Anna for the *Retirement Letter.* The lead is powerful and helped make this promotion a big success. But what if your job was to write a promotion for a brain-protecting nutritional supplement? How would you swipe Doug's lead copy?

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Figure 20-5

The Seasoned Investor SPECIAL REPORT on The Retirement Letter

Let the Joneses Worry About Keeping Up With You

BY PETER A. DICKINSON
Senior Editor, *The Retirement Letter*

The odds are against you. It's about 10 to 1 that you'll have to tighten your belt when you retire.

I don't think that's a pleasant way to end up in life. The tragic part is, it's so unnecessary.

• Unless you're near-broke *and* near retirement, you should be able to retire with a big, Cheshire cat grin on your face.

• Even if you're already retired, you can enjoy a richer lifestyle than you have now.

But let me tell you where to start: *Your #1 move in the retirement game is to avoid being eaten alive by the government.*

Until now, most American *individuals* have been able to stay a step or two ahead of the Washington Poverty Machine—even in retirement. The country's *economy*, however, has been captured and is being devoured.

Today, the true total of off-budget federal debts and obligations is soaring past $10 trillion (not the official $3 trillion) and the tax monster is scouting the horizon for the next meal.

You're it, moneybags! Even if your only visible wealth is a new car and a 20 foot fishing boat, you're "rich," and that makes you the next tax target in this envy-driven culture.

Our economy has been permanently crippled. That $10 trillion will never, never be paid off—but someone will have to pay the interest on it. And if you have any savings or investments at all, you're the designated victim...

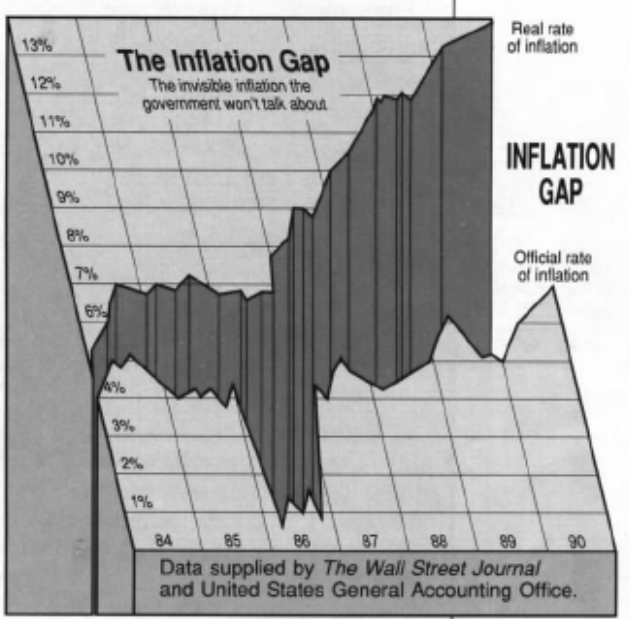
The Rules of the Game Have Been Changed

I've been a full-time student of retirement for over 30 years, and most people fail at it, many of them miserably.

Yet the situation is about to get a lot worse.

Four reasons:

Continued on page 3



The Retirement Letter has been America's leading financial and lifestyle advisory service for 18 years, serving both retirees and those over 45 who have begun planning for retirement. A recent poll has shown that 65% of its readers who have retired are

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Let's pretend that these are the facts:

» 80% of all Americans end up spending at least six months in a nursing home or a hospital before they die. That's 4 to 1 odds.

» This is not due to genetics, but rather to an easily reversible nutritional deficiency.

» The surest way to protect your brain and stay out of the nursing home or the hospital is by taking a simple nutrient that detoxifies and nourishes your brain cells.

Here is what the swiped copy might look like:

*****

The odds are against you. It's about 4 to 1 that you'll have to spend your final days in a nursing home, or worse … in a hospital.

I don't think that's a pleasant way to end up in life. The tragic part is, it's so unnecessary.

Unless you already have Alzheimer's or a deadly disease, you should be able to extend your life and spend all of your later years in the company of friends and family – and in the *comfort* of your own home.

Even if you're already experiencing brain and health problems, you can completely reverse them in a matter of months – or sometimes even weeks.

But let me tell you where to start. Your #1 move in staying out of the hospital or nursing home is to wipe away the damage caused by toxic, brain-busting chemicals. And you can do this with one simple nutrient …

*****

You get the point. It's mostly substitution, with some critical thought about where to modify the original copy to fit your needs. This is something you can learn very fast with little practice.

Secrets to Stealing Any Headline You Want

Once you get this process down, you can often come up with better headlines in a small fraction of the time.

For example, on Figure 20-6 and Figure 20-7, you can see two very successful headlines.

The first one (Figure 20-6) is one of Clayton's current controls in the health market. But what if you were writing for a product that helped your prospect quickly get out of debt. The product

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Figure 20-6

Spring 2007 HEALTH NEWS $7.95

Unbelievable, But True: **Astonishing New Discovery Empowers You To…**

End Your Heart Problems in Three Months or Less *For Less Than a Dollar a Day!*

INSIDE: **How The Chelation Revolution Is Astonishing Doctors And Amazing Their Patients from Coast to Coast:**

"My doctor says I have a NEW HEART!" ... *Page 6*

"Open-heart surgery CANCELED!" ... Page 7

"This 23-Cent Natural Remedy Cut My Cholesterol 43%!" ... *Page 10*

"I cut my own blood pressure 41 points in 90 days — WITHOUT DRUGS!" ... *Page 8*

"My heart pain VANISHED!" ... *Page 7*

"Joint pain disappeared!" ... Page 13

"I have toasty TOES!" ... *Page 12*

"I see better — and even the State of Texas noticed!" ... *Page 14*

"Suddenly — I'm a Sexy Senior!" ... Page 15

"I could actually SEE it WORKING!" ... *Page 4*

Special Value Issue: $267.05 in FREE SUPPLEMENTS... FREE HEALTH GUIDES... and MORE — LOOK INSIDE NOW!

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costs $297 and takes up to 9 months to be completed.

Here's the substituted headline that could work:

End Your Money Problems In
9 Months or Less …
For Less Than
a Dollar a Day!

Got it? Now look at Figure 20-7.

What if we were promoting a natural weight loss pill. We know that a new weight loss drug called *Alli* is being hyped, yet has dangerous side effects.

Here's how we might adapt Clayton's headline:

Don't Let All The Hype From
Big Pharma's Newest Drug
Cost You Your Health …

Why "Weight Loss"
From Alli Is a TRAP!

This could be a killer headline because of the topical nature of it – prospects are thinking about this new drug. Sure it might create some legal ramifications, but that aside, it's very strong.

The point is that you're starting to get the hang of this whole process. With a little practice, you'll soon be a total pro at adapting examples just like this one.

Plus, these examples reveal some key lessons about what to look for when you're trying to swipe from various promotions …

Proven Shortcuts for Making Your Swiping Process Faster and Easier

Okay, so soon you'll have your swipe file well-organized. Once this is in place, you need to know *what* to look for in order to make this process swifter and easier. Think about it: How do you know which promotions you should model your copy after? Without the right knowledge, you could search endlessly and never quite find what you're looking for.

Here's how it usually works: Consider whatever element of your promotion you're currently working on – whether it's the headline, guarantee, order form … whatever. Next, go into your file and sort through the examples you've filed away. As you do so, look for similarities in …

1. Theme/Storyline – When you find a similar theme and storyline to the one you're promoting, you may be able to take a significant portion of the copy and repurpose it for your needs. We'll give you an example used by someone we know:

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Figure 20-7

MARTIN D. WEISS, Ph.D. – widely known as "The Conscience of Wall Street" — who led his clients to profits of up to 929% when the market crashed, issues the most urgent warning of his 30-year career:

Don't Let All The New Hype From Wall Street Cost You a Fortune in 2002-2003…

The "Recovery" Is a *TRAP!*

Investors who failed to learn the costly lessons of 2000-2001 will soon be slaughtered — again — in what history will record as one of the greatest destructions of private wealth ever.

When the smoke clears, most of the life savings and retirement nest eggs of more than 50 million investors — worth more than $10 trillion — will have been vaporized.

■ Here's what you MUST DO NOW — within the next 10 days — to insure your wealth *AND* pile up to 1,000% *PROFITS* in the great investor massacre of 2002-2003…

A Special Investigative Bulletin
By Martin D. Weiss, Ph.D.
Editor, Safe Money Report

The Pied Pipers of Wall Street are at it again — declaring that "the recession is over"… "the bull market is back"… and promising you'll get rich — IF you follow them into the stocks they say you should buy.

But many of their so called "recos" and "ratings" are unadulterated garbage. They know it; the financial media knows it; even the SEC has warned you about it!

These are the same people who supposedly didn't have a clue that the great Internet bubble was about to burst in 2000…

…Who raked in obscene salaries of up to $25 million a year in return for awarding "BUY" ratings to stocks like **Priceline.com, Ariba, Clarent, Yahoo,** and **Palm** — and a Pandora's box of other sure losers that their bosses needed to sell…

… And who CONTINUED to put out "BUY" ratings, even as those stocks crashed by as much as 90% over the past 36 months…

The truth, my friend, is simply this:

Much of Wall Street's vaunted "market analysis" and "BUY" ratings are nothing more than thinly veiled sales hype that has been bought and paid for — by the very companies they're recommending.

Sorry if that's too blunt for you. But it's the gospel truth. And it makes me fighting mad.

Millions of investors yearn for revenge… to wipe the smiles off the faces of those who lied through their teeth… and to hit them where it hurts most: In their big, fat, bulging wallets.

And we're going to do just that in this special bulletin.

In the next few pages, I expose the dirty little secrets Wall Street prays you'll never discover. I show you HOW brokers and stock analysts are trying to set you up for another kill…

I name the names of the worst offenders…

Continued on page 5…

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As we've mentioned a few times already, John Carlton has a bunch of golf promotions about unlikely golf heroes – and this one is about an old guy who's beating the odds and defeating younger, stronger, more skilled golfers. It's a great story. Here's the headline and deck copy:

*****

"How In-The-Heck Does This 130-Pound 'Old-Geezer' Consistently Hit Super Accurate **300+ Yard Drives While Hu**miliating Younger … Stronger … More Skilled Golfers?"

The Answer Will Astonish And Amaze You!

A Simple … Easy-To-Learn **… And Instantly Effective "3-**Step Method" That Guarantees You'll Be Launching Long … Gorgeous … Accurate **Drives On Your Very Next Tee** Shot No Matter What Your Age … Size … or Strength.

*****

Now someone we know was faced with the task of promoting a product that helps men with their dating life. The storyline was very similar: An unlikely guy who became incredibly good at attracting beautiful women and was now teaching other regular guys to do the same. Here's the swiped version:

*****

"How In-The-Heck Does This Skinny, Balding Half-Crippled Croatian Guy Consistently Date Drop-Dead Gorgeous Women While Humiliating Younger … Richer … Better Looking Men?"

The Answer Will Shock And Amaze You!

A Simple … Easy-To-Learn **… And Instantly Effective** "4-Step Method" That Virtually Guarantees You'll Be Approaching … Attracting … Dating … Gorgeous … Sexy … Intelligent Women On Your Very Next Night Out … No Matter What You Look Like … How Much Money You **Have … or What You Do For a Living.**

*****

Because the circumstances of each storyline and theme were so similar, swiping the headline and deck copy was an absolute breeze for him. So this is one of the first things you can and should look for when it's time to borrow this kind of copy.

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NOTE and WARNING: With that said, this can also be the most dangerous part of a promotion to swipe in the long run. Why? Because your main theme is so crucial and so specific to your time and market, chances are you'll almost never have a monster breakthrough by borrowing the theme from a previous promotion.

Sure you can be successful and experience decent response. But in Clayton's behind-the-scenes discussions of Swipe Files, he warns that you'll NEVER get a huge winner – those rare 4% controls that mail millions and millions of pieces – from copying someone else's main idea, headline, etc. The big breakthroughs come from a totally fresh take.

2. Benefits – When searching for other promotions to model, you've also got to look for products and promotions with similar benefits. This way, it will be very easy for you to substitute your product into so much of the benefit copy … deck copy … bullets … and other elements.

For example, investment products are often focused on how much more money they can help make the prospect. And the same goes with marketing, business building and Internet marketing related products. With similar benefits, the process of going back and forth between these types of promotions is pretty straightforward. Let us give you an example, first from one of Clayton's promotions:

*****

714% PROFITS
When Interest Rates Rise!

INSIDE: Often-overlooked investments that could make you up to 714% RICHER as interest rates rise – and why you MUST act IMMEDIATELY – within the next 10 days!

PLUS 4 MORE Windfall **Profit Opportunities for 2004-2005: Go for 398% profits … 522% profits … up to 714%** PROFITS in the DOLLAR COLLAPSE … STOCK MARKET STALEMATE …

*****

So how would we apply this to the business market? Probably something like this …

*****

714% MORE PROFITS IN YOUR BUSINESS … *Even **when you can't find a single** new customer!*

ON THIS WEBPAGE: Often-overlooked tactics that could make your business up

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to 714% more money – even when you can't acquire a single new customer – and why you MUST act IMMEDIATELY – within the next 10 days!

PLUS 4 MORE Windfall **Profit Strategies for Any Small Business: Go for 398% more profits … 522% profits … up** to 714% PROFITS using my REFERRAL TACTICS … TELESEMINAR SECRETS … and BACKEND STRATEGIES!

*****

Okay, we're making this up on the fly. But the point is that you can easily adapt investment market copy to any field with similar benefits – whether it's going to business owners … prospective retirees … Internet marketers … and so on.

Likewise, if you write for the health market, so many of the different benefits cross over. For example, a product for brain health might improve the prospect's mood. And the same with a product for heart health. Because these products offer similar benefits, it's easy to model your copy after a winning promotion while you write it.

3. Structure – This is a little-known yet key component of being able to swipe effectively. By "structure" We're talking more about a specific argument or, more often, a specific *pattern* that you recognize within a winning promotion that you can use in your own. This is the kind of swiping that the masters do more than any other.

Why? Because this often takes a deeper understanding of the market, the prospect and the product. For example: Many of Clayton's financial winners came at times when the prospects in the market were battered, angry and terrified. They had been abused by brokers … taken to the cleaners by dramatic crashes in the market … and were scared to death about any additional financial losses they might incur.

Clayton's successful promotions often harnessed these emotions by presenting a scary topical event, and then turned the potentially disastrous event into a windfall opportunity. The prospects responded in droves. You can see such an example on Figure 20-8.

Notice the structural formula which proved to work: Angry, battered, fearful prospects … impending disaster much like what they've experienced before … and then the unique solution that will

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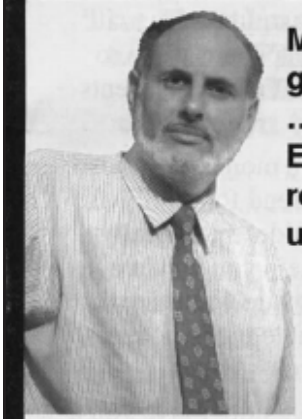
Figure 20-8



MARTIN D. WEISS, Ph.D. — the analyst who correctly forecast the great TECH WRECK of 2000 … the BLUE CHIP BUST of 2001-2002 … the GOLD STOCK EXPLOSION OF 2002-2003 … plus the ENERGY BOOM OF 2003-2004 … and whose best investment recommendations have SURGED 562% in these tricky times, unveils his ALL NEW forecast for 2004-2005:

FINAL RECKONING On Wall Street!

Massive, Out-of-Control FEDERAL DEFICITS Are About To CRASH Stocks … CRUSH Bonds … SQUASH the Dollar … Send Interest Rates SOARING … and Threaten the Life Savings of MILLIONS of AMERICAN INVESTORS!

INSIDE: Crucial Self-Defense, PLUS 5 Windfall Profit Opportunities for 2004-2005: Aim for 144% gains … 413% gains … up to 562% GAINS in the Great INTEREST RATE EXPLOSION … DOLLAR COLLAPSE … STOCK MARKET STALEMATE … GOLD STOCK BONANZA … and ENERGY WINDFALL OF 2004-2005!

By Martin D. Weiss, Ph.D.
President, Weiss Research

When was the last time YOU had advance knowledge of a future event that could turn a molehill of cash into a veritable mountain of money?

When was the last time you not only foresaw the event, but also had strong evidence of *when* it was going to occur, AND knew the investments and strategies most likely to turn the event into windfall profits for you?

That's *precisely* the kind of priceless knowledge that's available to you now …

Pardon me for being blunt — but it is absolutely *critical* that you fully understand this:

A colossal new economic force is already beginning to impact the U.S. economy and investment markets …

A force that, on the one hand, has the power to render many of your current investments nearly worthless …

(Continued …)

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not only save them, but make them a killing in the months to come.

Seeing this, you could easily swipe this very same structure – whether you write in the investment market or a totally different one. For example, let's say that you were promoting a product on how to succeed with Google Adwords and Google had just done their infamous "Slap" – suddenly changing the rules and completely destroying the businesses of countless entrepreneurs.

You know you have a group of prospects who are probably hurt, afraid and angry about what has happened. Let's say that you had also heard news that Google was going to be changing the rules again. You could claim that, *"The entrepreneurs who understand how to profit from the changes could get rich, but those who stay in the dark will get crushed."*

See – it's the same structure! And if it worked in financial markets under such similar conditions, there's good reason to believe it would have worked in this situation too.

More than anything, it's this kind of study, observation and swiping that will help make you a master marketer.

4. Tone – The last main consideration you need to keep in mind is the tone of the copy you're looking to borrow from. You want there to be a direct match, otherwise the copy that you adapt just won't "sound" right in your promotion.

For example, you often have to be very careful in taking copy from Clayton's financial promotions because the tone is highly emotional, often with lots of emphasis on fear, disaster and greed. There are only a few other markets where this same tone would apply. In other words, if you used this same tone in a product selling a thigh master to women … well, it doesn't take a genius to see how badly that would bomb.

On the other hand, great copy written for the golf market … the self-defense market … the bodybuilding market … these all translate well into other male dominant markets. That's because the tone is going to be so similar. The tone you use in writing to a golfer is going to be virtually identical to what you'd use in selling to a tennis player … a bowler … and so on.

Sure, the language and slang changes, but the tone will generally stay pretty close. And that's what you want. When swiping copy, actively seek out promotions written in a similar tone to the one your own promotion is going

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to carry. This will greatly increase its chances of success.

Two Final "Swipe File" Rules to Live By

1. Be honest. As an avid direct marketer and buyer of this course, it goes without saying that you're an honest hard-working individual. How do we know? Because that's the only kind of person who would power through such intense, challenging information like this.

It takes hard work and dedication.

With that said, it's still very easy – once you get in the habit of swiping – to cross over the boundary of what's ethical and what isn't.

While there are lots of opinions out there about how far you can go in modeling your copy after another's, we believe in taking the higher ground. For that reason, Clayton generally recommends you NEVER "borrow" somebody else's entire promotion – word for word.

Even if the person who wrote the original copy is okay with it, you're shortchanging yourself in the long run. All the greats got good by learning from the best, and then finding their own unique wording, style and approach. But you'll never get this if you just copycat others all the time.

In terms of the law, we want to be clear that we're not lawyers and are NOT qualified to give legal advice. If you choose to copy others word-for-word, against our advice, we recommend that you consult a copyright attorney.

It's true that of all the writing industries on the planet, this one seems to be the most lenient about how much you can take directly from others. It's assumed that people will steal phrasing, ideas, passages and other elements from winning promotions. And few complain about this.

But still, on an ethical level, you never want to take too much of somebody else's promotion word-for-word, substituting your product for theirs … your benefits for the ones they included … and so on. This just isn't the highest way to advance in this profession.

Remember: They worked hard to create that – and just taking the entire thing verbatim for one's own personal profit seems abnormally selfish and lazy. Again, whether you run the risk of plagiarism or not – we want you to have the best chance of achieving greatness. Copying somebody else all the time will not get you there.

So honesty is the first rule. Abide by this one, and you'll usually learn faster … improve more rapidly … and even get

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better results. Plus, you'll keep the power of good karma on your side.

2. Be Selective. This one seems obvious, yet is practiced too little. Basically, you want to be highly selective about which promotions you're modeling your writing after. The reasoning is simple: The better the copy you model, the better your own copy will be!

Unfortunately, too many copywriters will just go online and borrow from promotions that are flat-out terrible. Sometimes, bad copy can be where you least expect it. There are major mailers who sometimes put out mediocre copy purely for the sake of volume – and because bad copy nearly always sells better than no copy at all!

This is one of the reasons why swipe files from some of the legendary writers … like Clayton, Michael Masterson, Gary Bencivenga, John Carlton, Gary Halbert, Ted Nicholas, Gene Schwartz and others … are so valuable! You KNOW that nine times out of ten, the copy is going to be pretty damn good.

Which means that when you model your copy after theirs, borrowing key elements … words and phrases … headlines … and more, your copy has an opportunity to be pretty darn good too!

Another great way to apply this principle of selectivity is to simply become a student of the mail. We already talked about the virtue of getting on as many mailing lists as possible.

Notice how often you get a promotion in the mail. If you get one several times, you can rest assured that it's doing pretty well. You'll definitely want to add that one to your file.

Next, get on forums and start trying to find out how successful a certain promotion has been … or find out who wrote it. Today is unlike any other time in direct response history, where you can find out what used to be "inside information" – like who wrote a package, for example – simply by visiting a forum.

Of course, collect anything you can by six and seven-figure superstars like those we've already mentioned, along with others like Jim Rutz, Carline Anglade-Cole, Kent Komae, Eric Betel, Kim Krause-Schwalm, Brad Petersen and a whole bunch of others.

These people not only make fortunes for themselves and their clients – they do it in the most competitive battlefield on the planet. Sure, you'll have copywriters who make more money online or in their own businesses. But they aren't consistently competing against this kind of talent.

That's why – when you select your promotions for your Swipe File on the

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basis of writers like this – you can be sure you're getting some of the very best copy in existence. You simply cannot get that assurance online, as only a few truly great copywriters hang out there.

How to Spend Less and Get Even More Value From Your Swipe File

Okay, so maybe you don't have the $500 or so it takes to get on all the mailing lists. Or maybe you just don't want to go that route. A less expensive and more focused way to go is simply to figure out what niche market you want to (or currently) specialize in.

Maybe it's health … maybe it's Internet marketing … or maybe it's self-defense.

The point is, you want to get your hands on a *current promotion* in this niche.

Next, buy any product from your niche that you've gotten a promotion for. Maybe it's a book … or a newsletter description … or a diet product … whatever you're most interested in. This will often "seed" you on that kind of list, and usually get similar promotions coming to you in the mail (or in your inbox).

If you selectively purchase a product every once in a while from the mailings you receive, you'll become an increasingly hot name on the list, and you'll receive more and more targeted promotions. The benefit of this is that you really get to know your niche and see all kinds of products that are being successfully promoted in it via the mail or the Web.

PLUS, and this is where it gets really good, you'll start to SEE the relationship between the winning promotion and the product itself. A great exercise is to take a winning promotion by somebody like Arthur Johnson or Parris Lampropoulos (much of the Boardroom controls are written by them, or David Deutsch) and then "work backwards" through it.

For example, let's say you've got a magalog selling a book. And then you buy the book. When the book finally arrives … read it! Then whip out your promotion and go back and forth between it and the book. Think about how the writer came up with the Big Selling Idea and theme (the overriding idea and copy strategy behind the promotion) … the headline … look up the bullets and sidebars that reference specific pages in the book, and see how the writer went from boring writing inside the book … to exciting, benefit-driven copy in the promotion.

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The more you do this, the more you'll be able to take similar products and write winning copy of your own. See, for most writers, the process of going from the physical product to the winning promotion is actually a mystery.

We liken this technique to something that the most dedicated – and successful – chess students in the world do. They study matches played by grandmasters … move by move … and then, at every stage of the game, they think about why the grandmaster made the move he or she did.

Over time, the student is able to recognize the conditions that led the grandmaster to make the move he did, why it was so powerful … and best of all, they'll start to recognize this situation in their OWN MATCHES – so they can start making the same quality of moves that the grandmasters make.

This is one of the primary ways for a serious chess player to improve.

The same goes with ad writing. The more you study how a master goes from the product and prospect – to the copy itself – the more you'll be able to make higher level decisions when writing your own promotions.

This allows you to get even deeper benefits from your Swipe file. By going back and forth between the product and the winning promotion, you see things in so much more detail. It's a way to turn the passive act of reading or studying a winning promotion into a more active, dynamic practice.

This allows you to effectively use any insights you uncover – and you'll be better able to both write and model all kinds of words, phrases, structures and more from the winning promotions!

Are You Ready to Make Your Swipe File Pay Much Bigger Dividends?

We hope so! Chances are, you've invested a lot of time and money into growing your Swipe File. And if you haven't yet, We're willing to bet you will be very soon. It's a no-brainer.

Either way, the real beauty of what you've learned here is that your Swipe File no longer has to be this dormant thing that lies around on your desk … instead, it can be the most powerful learning tool in your arsenal. The one thing that allows you to crank out better copy, faster … kick writer's block to the curb … and make much more money as a result!

We urge you to follow the process we've laid out for you. Sure, it can be a little time consuming. Just start with

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the Swipe File we've provided for you. As you'll soon see, the benefits far outweigh the time spent, and you'll get a huge return on any investment you make in the process.

With this new system in place, you'll be well on your way to mastery over every single element in the copy-writing process – from headlines … to lead copy … to bullets … and so much more.

Coupled with real-life experience, there may be no faster way to improve!

Now go swipe some copy.

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Action Steps

20

Swipe File Secrets

Building a Swipe File is one of the single most powerful things you can do to advance as a copywriter and marketer. But your success in this area depends on what you do with your file, and how easily accessible it is.

Also, note that we purposely included this chapter late in the writing process, so you didn't get too tempted to abuse it and take short cuts in your writing process. Many writers substitute the swipe file process for actually thinking through and writing their own copy, and thus they never improve.

Instead, we want you to use it as the ultimate learning tool. Do this by …

1. Creating and *organizing* your Swipe File
    a. Get on as many mailing lists as possible.
    b. Read every promotion you get from cover to cover, as you get it.
        i. Study them by component.
        ii. Pick out really good examples of each of those components.
        iii. Scan or photocopy the page you marked, and then file these

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pages according to that specific component.

2. Use your Swipe File to look for similar:
   a. Themes
   b. Storyline
   c. Benefits
   d. Structure
   e. Tone
3. Practice the Swiping process to write better …
   a. Headlines and deck copy
   b. Leads
   c. Guarantees
   d. Bullets
   e. Closing Copy
   f. And much more
4. Above all – when it comes to swiping – always be:
   a. Honest
   b. Selective

One of the best things to do at this stage in your writing process is to go through the various components of winning promotions – and then go through corresponding sections of your own copy.

For example, how does your benefit copy compare to that written by a master. Your bullets? Your close? Your guarantee? You get the point. Often, you'll see differences in quality

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between the top writers copy and that which you just wrote.

This is okay and to be expected. The purpose of doing this is not to make you feel bad or inferior. Not at all! Rather, it's for you to see all the little ways that you might improve your copy in each key area. The more you notice in the winning examples from your Swipe File, the more you'll be able to fine tune your own copy.

When you've successfully used this process to make your copy even better, you're ready to move forward.

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Quick-Start Copywriting System

21

Bonding with Your Prospect – When "Making Friends" Makes You Money

In this Chapter …

- The key to never being perceived as a sleazy "salesperson" (remember, nobody likes to be "sold" anything – and your results explode when you understand this one simple fact) …
- The nine-step process that not only helps you become friends with your prospect – but also positions you as the ONE PERSON who genuinely cares and is willing to fight for him …
- The single most effective way to find your unique " selling voice" as a writer – and the powerful transformation that occurs in your promotions when you do …
- And so much more!

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By now, you've gone through the entire writing process. You've laid the proper foundation with your research … you've written compelling body copy … and you've closed your promotion with a powerful flurry.

Now it's time for some more "advanced" secrets to selling.

You see, by now you've also probably gotten used to the fact that you're more of a salesperson than you are a writer – that everything you've done up to this point – and everything you continue to do has just one goal in mind: *To make more sales!*

Knowing that, you must be aware of a key problem you face as a marketer and copywriter. That problem is simple … *People HATE salesmen*. Nobody likes the idea of being sold anything, and they loathe the person who they think is actively trying to sell them something.

This triggers an automatic, unconscious feeling of "dislike" in your prospect and all too often it makes selling products a painful uphill battle. In fact, millions upon millions of ads are discarded or ignored – every single day – because they are perceived as "just selling something."

But what if there was a better way? What if – for maximum response – all you had to do was to position yourself differently – as a *likeable friend?* As something more personal and likeable than all the other advertising and sales messages coming at your prospect each day?

Fortunately, There's an Easy Way …

And it's exactly what we're about to learn!

The simplest way to accomplish this goal? *Bond with your prospect!* It's one of the surest ways to bypass his natural resistance and getting him to trust you. He'll quickly see that you've got his best interests in mind.

And you'll help bring your prospect to the point where he likes and welcomes you … making it more likely he'll accept your promises, and making it easier than ever for you to close the sale!

You see, this stuff is crucial to know as you write and rewrite your copy. Sure, you may have all your benefits, your logical points, your Big Selling Idea and even a basic rough draft ready to go. But you need more before you're able to write 100% polished, world-beating copy. You need to understand

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the subtle psychology and tactics top writers use to counter their prospects' sales resistance – and craft home run promotions that make them and their clients rich.

THE FIRST STRATEGY: Make Friends with Your Prospect Using this Powerful 9-Step Process

In his landmark work, *Influence: The Psychology of Persuasion,* Dr. Robert Cialdini found that "liking" was one of the most effective principles of persuasion ever discovered. (By the way, Cialdini's book is a world-class resource for understanding sales psychology – and it's an incredibly fun read.)

According to Dr. Cialdini, when you harness the power of "liking" – the attraction, warmth, security and the obligation of friendship are brought to bear on the sales setting. As a result, your persuasive power is multiplied.

So what makes one person develop a liking for another person? And for our purposes, we really need to ask, *"What are the factors that cause prospects to <u>like</u> our editor, spokesperson – the 'person' speaking to them in the copy?"*

Once that's clear, you'll learn how to load your copy with these elements in a way that creates an instant bond – a strong feeling of liking – between you and your prospect. So strong, in fact, that the "salesperson" resistance almost instantly melts away!

STEP # 1: Show Your Prospect that You're Similar

One of the first things Dr. Cialdini discovered was that <u>similarity</u> is a powerfully influential factor in liking – we like people who are similar to us. This seems to hold true whether the similarity is in the area of opinions, looks, personality traits, background or lifestyle.

That's why a good salesman will often claim that he has backgrounds and interests similar to his prospects. And also why a savvy copywriter will begin his copy with statements revealing how he shares similar beliefs, interests, and feelings with the reader he or she's trying to reach. This jump-starts the bonding process.

So don't be afraid to lead off telling your prospect what you have in common. Then take it one step further. Let him know that you feel what he feels: You've been there. Reveal a weakness (just not a "deal-breaking" one!) or a frustration that the two of you might share. Anything that puts you on his

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level will endear him to you, building both trust and fondness in the process.

As you see on Figure 21-1, this is exactly what's done on this supplement promotion for Dr. Williams. The lead statements … "It's simply not fair" … "Some people were born lucky" … and the others that follow … immediately communicate to the reader that Dr. Williams shares their beliefs and feelings. It's clear that he's got empathy for their situation.

STEP #2: Get in Front of Your Prospect MORE OFTEN

Here's another clinically proven discovery: Dr. Cialdini found the more times you see somebody's face – the greater the chance of you ultimately liking them. His explanation for this:

> "Yet, the more frequently a person's face was flashed on the screen, the more these subjects came to like that person when they met in a subsequent interaction. And because greater liking leads to greater social influence, these subjects were also more persuaded by the opinion statements of the individuals whose faces had appeared on the screen most frequently."

This means the more familiar somebody is with you or your client, the greater the chance of them liking you. And as a result, the greater the chance of them being *persuaded* by you.

This discovery helps explain why Clayton was able to create such a powerful persona for Dr. Martin Weiss, mailing out over 2 MILLION pieces of copy a month when his second best competitor was mailing 200,000!

He continually featured Dr. Weiss's picture not only on the covers of magalogs but also had a picture of Dr. Weiss on nearly every spread. And because Dr. Weiss was continually positioned as a sincere, trustworthy advocate – each time the prospect saw his picture, a stronger bond was created.

So don't be afraid to heavily feature whoever's standing behind your product or company in your ads and customer correspondence. Even annoying characters on TV commercials – like … the corny big screen TV guy … or the wildly over-the-top car salesman with wild animals in his commercials … or the mattress guy who couldn't be any louder or more obnoxious … all start to seem more likeable over time. As long as you're providing value and personality when contacting prospects or customers, you're golden.

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Figure 21-1

If you wish your digestive system worked smoother, I have wonderful news for you...

It's simply not fair. Some people were born lucky and have a digestive system that never gives them any trouble. They can eat a big bowl of spicy chili or a double helping of baked beans with no problem whatsoever.

Other people aren't so lucky: they've gone through life putting up with the discomfort of an unpredictable stomach and trouble-making intestines every day, maybe for 60 or 70 years! Talk about life not being fair!

It takes a lot to get me excited about my digestive system, but **this is a very big deal:** Now, for the first time in natural medicine, the unlucky ones can become lucky. You can go from digestive distress to digestive peace and quiet (from now on, with the help of an incredible new supplement the size of a small pea. **It's called *Probiotic Advantage*® and it works like nothing I've ever seen before.**

The difference in quality of life is amazing...

Imagine waking up, not knowing what kind of day your gut has in store for you. Maybe you don't have to imagine because you're already living it! What is the GI system going to dish out today? A little constipation? Gas? Or just the usual bloating and discomfort after a good meal?

I know this is a delicate subject, and not one I often discuss in public, but think about how much nicer life would be if at least you didn't have to worry about having good bowel movements or getting an embarrassing case of gas? I'm not putting the finger at you. I'm saying that this problem is very, very common and, until now, was extremely tough to beat. But beat it we have, and now daily digestive comfort is yours for the taking.

From now on, you can eat what you want, travel wherever you please and not have to worry about your digestion. It may sound strange, but imagine the sense of freedom and happiness a trouble-free digestive system would give you. Just imagine the possibilities.

Let's have a look at this nutritional breakthrough and all the excellent benefits it delivers.

"Digestive problems are a common weak link to better health. Fix this weak link and watch your health soar."

PROBLEMS SOLVED:

- ✓ Gas & Bloating ..... page 4
- ✓ Constipation & Irregular Bowel Movements ..... page 6
- ✓ Indigestion & Problem Foods..... page 16
- ✓ Immunity & Unexpected Benefits..... page 22

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Plus, this is a big reason why Clayton and other top direct marketers make sure to ALWAYS have a face behind a product. Notice how – and this is just one example – there's virtually always a doctor standing behind a successful direct response supplement. His or her face is featured and they're directly addressing the prospect the entire time. The reader has a clear sense of who's speaking to him and this ramps up the bonding process by an order of magnitude.

With this knowledge, it's also absolutely shocking to look out and see so many faceless ads! Now you see what a huge missed opportunity this is. Get the jump on your competition by applying this secret whenever possible.

STEP #3: Create an Urgent Need for Cooperation

The next powerful factor in creating liking/bonding is via the feeling of cooperation. That's why Cialdini says, "Compliance professionals (salespeople) are forever attempting to establish that we and they are working for the same goals … that we must "pull together" for mutual benefit, that they are, in essence, our *teammates*."

Here's something you probably never considered. You've seen the whole "Good Cop/Bad Cop" routine acted out on TV or in movies – right? There's fascinating psychology going on there – specifically about sales and cooperation. And the implications for marketers and copywriters are tremendous! Let us explain.

To paraphrase the Dr.'s description – the situation usually begins in the interrogation room with the Bad Cop cursing the suspect, kicking his chair, looking at him like he would a mound of garbage, threatening to use his contacts to ensure the suspect sees the maximum sentence … ANYTHING he can do or say to scare the bejesus out of him in order to force a confession.

But then the Good Cop slowly starts to work his way into the situation, beginning with statements like, "Calm down, Man, Calm Down." Little by little he becomes an advocate for the suspect, defending him, trying to help the Bad Cop see the suspect's perspective. The situation usually ends with Good Cop asking Bad Cop to "cool down" and go get everyone some coffee.

With Bad Cop gone, Good Cop speaks very intimately with the suspect. He tells him that he's the ONLY one on his side. If he confesses, he'll do everything he can to ensure the lowest sentence and the best possible treatment. A confession usually follows.

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Cialdini goes on to say, "The big reason that the technique is effective, though, is that **it gives the suspect the** idea that there is someone on his side, someone with his welfare in mind, someone working together with him, for him. In most situations such a person would be viewed very favorably, but in the deep trouble our robbery suspect finds himself, that person takes on the character of the savior."

This is Why You Want to Put Your Prospect in "Deep Trouble"

Notice in the last sentence, that he refers to the "deep trouble" the suspect finds himself in. And he explains how much more favorably the Good Cop/ Advocate is seen in light of such dire circumstances. Can you see the parallel to copywriting?

If you can, congratulations! It's *exactly* what master writers like Clayton and others do at the beginning of so many successful promotions. They paint pictures that dramatize the urgency and danger facing their prospects – whether it's a huge banking crash, another run of corporate earnings scandals, or the long list of lethal prescription drugs that are murdering innocent people.

They know that presenting this type of situation, and then *thoroughly convincing* the reader that he's right smack dab in the middle of it, makes their sales job ten times easier. Sure, talking about stock market crashes or drug company scandals is a great way to grab attention; but it's much more than that, as you'll soon see!

The key to making this build up effective in your prospect's brain is the proper use of proof and credibility. That's why many of Clayton's packages are 24 BIG pages of text. He's gotta document the heck out of his case and make it seem CERTAIN that his prospect is up against a Goliath of trouble. This takes great research – and the ability to put that research together in a compelling way.

But then again, a well-researched, meticulously documented presentation is the only way to make such a problematic scenario believable.

For a fantastic example of putting your prospect "in trouble," just look at Clayton's promotion for Dr. Weiss on Figure 21-2. From the outset, he builds up the frightening "retirement nightmares" facing the prospect and pulls out all stops – credibility, specificity, urgency, strong emotional writing and more.

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Figure 21-2

MARTIN D. WEISS, PH.D. — the analyst who correctly forecast ● The **Great TECH WRECK** of 2000 ... ● The **BLUE CHIP BUST** of 2001-2002 ... ● The **GOLD STOCK BONANZA** of 2002-2003 ... ● and whose best investment recommendations have **SURGED 562%** in this tricky market issues his most disturbing warning to date ...

Retirement RED ALERT!

READ THIS NOW or KISS YOUR RETIREMENT GOOD-BYE:

These 3 All-New RETIREMENT NIGHTMARES Are Set to SHRINK Your Stock Portfolio ... SLASH Your Income ... SMASH Your Bond Holdings ... and Cause Your Pension, Social Security and Medicare to Vanish into THIN AIR!

In this eye-opening report:

- **What you MUST do NOW — within the next 10 trading days — to INSULATE your IRA ... your KEOUGH ... your 401(k) ... or your SEP from The Great Retirement Swindle of 2004-2005!**
- **PLUS — if you're APPROACHING RETIREMENT: SUPER-GROWTH INVESTMENTS with 562% growth potential ...**
- **AND, if you're ALREADY RETIRED: 4 SUPER-YIELD INVESTMENTS to lock-in up to 20% INCOME in 2004-2006!**

Martin D. Weiss, Ph.D.
Editor, SAFE MONEY REPORT

Dear Fellow Investor,

If you ever hope to retire — and especially if you're ALREADY retired — you'd better hang onto your hat — AND your wallet.

Through no fault of your own, nearly everything you've ever worked for — and virtually everything you've ever wished for in retirement — is now in peril. As you're about to see in this Urgent Alert, your lifestyle, your comfort, your very financial independence are now in danger of being blown away, unless you take action IMMEDIATELY.

(Continued on page 2 ...)

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Of course, you won't always be painting a bleak picture – you may just be tapping into a problem your prospect is already having a "mental conversation" about. Even then, you still want to describe it in a way that's believable, that gets him agreeing, and ultimately feeling like there's no other solution except your product or service. This will make him *ultra-responsive* to the solution you're offering as he gets to the close. Plus, it sets you up for the next step in the process …

STEP #4: Reveal the Deadly, Disgraceful Enemy

Why have we spent so much time on the whole "Good Cop/Bad Cop" routine? Because it's so psychologically similar to the "Creating the Enemy" strategy. The same one used by many top copywriters to make huge bundles of money in the financial and health markets, just to name a few. Even if you've heard of this technique and currently use it, seeing it in this context will really drive it home for you.

How can we be so sure? Because now we know – when you build up the ferocious problem facing your prospect and you create an enemy – you're using the *exact same* persuasive psychology Cialdini discovered in the Good Cop/ Bad Cop routine.

Think about it. Whether it's the greedy brokers or crooked CEOs on Wall Street costing your prospect a fortune … or the sneaky surgeons, careless doctors or drug-pushing pharmaceutical fat cats ruining his health … or even the dangerous carbs that make him fat and destroy his physique … you're building up the mean, frightening enemy. Just like the Bad Cop! This is someone who just so happens to be *dead-set* on making life miserable for your prospect.

That's where the element we discussed in the last section – dramatizing your prospects problem or dangerous predicament – pays for itself in spades. Because when you combine a dire situation with a believable enemy, you create a radical contrast with your editor or spokesperson. They're now seen as the Good Cop, a savior your prospect can trust.

Plus, you're "positioning" the situation in a way where you and your prospect MUST genuinely cooperate if he is to get out of trouble and eventually prosper. You're promising to work actively with him in his best interests, making sure these villains NEVER have their way with him again. This cooperative relationship can only begin by him giving your product or service a fair try.

The process is clear: Sell the Bad Cop (the enemy), while also selling

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yourself as the only viable solution to this evil intruder. How do you do this? The answer lies in the next step …

STEP #5: Dimensionalize the Heck Out of Your Enemy

In order to make your "enemy" believable, you've got to make him more realistic and emotionally stirring. Here's what Clayton recommends you do:

First you've got to locate the enemy. So begin by asking: What enemy is making YOUR prospect feel powerless, insulted, frustrated and angry?

Once you do that, make sure to *personalize* the enemy. It's much harder to feel emotional about vague institutions like hospitals, drug companies, banks and the IRS than it is to be outraged by the greedy jerks who run them! So be sure to always give specific examples (and if legally possible, give exact names) of doctors, CEOs, brokers, surgeons, or anyone else who's perpetrating injustices on your prospect.

Clayton has gone so far as to tell stories of drug company execs who knowingly kept a drug on the market after research showed it could lead to death. And he's told stories – naming names – of brokers who've made stock recommendations strictly because they were receiving money from the company they were recommending. This is personalizing the enemy at its best!

Next, identify the things "the enemy" does that frustrates or upsets your prospect, costs him money or good health, insults his intelligence … or even renders him powerless. Does the enemy say one thing but *do* another? Does he try to lure your prospect into giving him more money with false information? Does he take advantage of his trust?

Does he tell him lies because it makes him more money, regardless of the consequences? Is his ignorance costing your prospect health, wealth or happiness?

Jot down any offense you can and rank them in order of impact on your prospect's life.

Next, pinpoint how YOU feel about these kinds of people – and how you would feel if someone did these things to you.

Here's an example: Let's say your mother was in good health and went in for a routine check up. The doctor decided to do some tests and then unnecessarily recommended a drug like Vioxx. Six months later she DIED. You'd be outraged, right? Furious! Perhaps even on a mission for revenge.

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Once you've connected with these kinds of feelings, you're ready to proceed to …

STEP #6: Verbalize Your FULL Emotional Response to the Enemy

Now that you're starting to get in tune with those feelings, take it one step further. Amplify the feelings as much as possible, seeing how intense you can make yourself feel about the enemy. This is fun and you'll feel the strong emotions welling up inside. Once these feelings have peaked, *articulate* them forcefully and passionately. Do it with greater emotional power than even your prospect possibly could.

Say everything your prospect would just LOVE to tell the enemy. Really vent *for him*. Let it flow out on the page uninhibited. You can edit later – the goal is to capture the FULL emotional impact you and your prospect feel for his enemy onto the page. Leave nothing out.

While this process may seem a little strange, it really WORKS. Clayton learned to do this almost unconsciously over the years, and it's why he's able to write such emotionally riveting copy.

As you step into your prospects shoes and do this exercise, thoughts and feelings will start coming up that you never could have imagined with your "rational" brain. And that's the beauty of it! Fully expressing and exhausting this part of you opens up your creative channels massively.

By getting these feelings out onto the page, chances are high that your prospect will read them and powerfully resonate with your message. He'll get the impression you've gone to great lengths to put yourself *on his level.*

After you've done that, you can move on to …

STEP #7: Use the Feeling of Powerlessness to DEEPEN Your Bond

Nearly everyone feels powerless at some time or another – your prospect included. And that powerlessness causes frustration and even anger to well up inside him. Unless he finds an outlet, those negative emotions gnaw away at him every day.

So how does this apply to direct marketers and copywriters? Surprisingly, your prospect's sense of powerlessness is the perfect opportunity for psychological judo – you can tap into it,

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and then spin it *against* the enemy you've created!

Let us explain. On a certain level, it's human nature to feel powerless over problems we've yet to solve. Think of the overweight person forever looking to slim down … the arthritis sufferer seeking to relieve his joints … or the investor hoping to protect his money in the face of a crisis. On some level, all these people feel powerless in the face of their problem. If they didn't feel this way, they'd either be *solving* or would have *already solved* whatever's frustrating them. And they wouldn't need you.

But by presenting the problem and building up a formidable enemy your prospect is up against, you bring that powerless feeling to the surface. And you amplify it over the course of your promotion.

Then you add the twist, "Alright, this is horrible. But you know what – *it's NOT your fault!* It's that horrible enemy that's been lurking behind the scenes. He's screwing you over. It's HIS fault!" Whether it's the guys dumping fluoride into the water supply and giving your prospect Alzheimer's disease or phony Internet marketing gurus stealing his money or whoever else, you position them as being the REAL culprit. *They're* responsible and *they're* exactly why your prospect feels so powerless.

Your prospect starts to feel relieved, because he's been playing against a stacked deck. Plus, he's even more relieved because he's being empowered to overcome this enemy and get the favorable result that's been eluding him.

This is magical because it provides a much-needed OUTLET for these pent-up negative feelings. By acknowledging how your prospect feels about being in this unfair position, you validate him on a deeper level. And you can now channel these feelings in a direction that allows your prospect to get revenge by taking action on your offer.

STEP #8: Put All of These Feelings into the Passionate Voice of Your Editor or Spokesperson

One of Clayton's biggest secrets of success – something he's done in nearly every one of his blockbuster promotions for the newsletter industry – is to make them emotional, edgy, and even angry.

More specifically, he crafted these promotions in the passionate voice of the editor – and in each case, the editor was riled up and emotional about *something* on the reader's behalf.

In fact, Clayton once said, "Every single grand-slam home-run promotion I've ever written – whether for investment newsletters, health newsletters, books on personal finance and even nutritional supplements has one thing in common:

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Each one acknowledged, validated and put my prospect's sense of powerlessness – and the negative emotions he had about his powerlessness – into words."

And by doing that, each of these monster mailings:

1. **… Provided an emotional outlet for his prospects, because it** showed them that the editor felt EXACTLY the same way they did. When the promotions hit their mailbox and they saw the headline and deck copy, they thought, "YES! Finally somebody who understands what I'm feeling …"

   Even more gratifying was the fact that this expert was *standing up* for them! He was helping them take their power back. This instantly created a bond between the prospect and editor and secured a likeable, trusting relationship …

2. … Plus, each promotion also positioned the editor and the product in the promotion, as the *only viable solution* to the immense **problem facing the prospect.** More than that, the product was a way to get nearly EVERYTHING he's felt so powerless to change and achieve.

This is a big part of why they worked so magically. Because – just by the simple act of accepting a risk-free trial offer – Clayton's prospects could … release these awful feelings of powerlessness and frustration … get sweet revenge on an enemy that's been messing up his life … and take a GIANT, empowering step in the direction of his hopes and dreams (more money, security, freedom from sickness, etc.).

So how do YOU take full advantage of this technique in your own promotions? We're glad you asked!

Begin by following the 9-step process outlined here. Be sure to ultimately put your sales copy into the voice of an advocate who acknowledges and validates your prospect's sense of powerlessness, his frustrations regarding the problem and his anger against an enemy who hasn't been fighting fair.

If you look on Figure 21-3, you'll see the cover of the "Who's Stealing Your Money" promotion for *Straight Talk*. It was a very successful promotion at the time because it positioned the Dolans as passionate advocates for the prospect, a couple who was actively battling the enemy (the banking system, the IRS, credit card companies) on his behalf.

This added a far stronger emotional appeal for opening up the report and

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Figure 21-3

AMERICA'S FIRST FAMILY OF FINANCE TELLS ALL INSIDE!

•HOW THE BANKING SYSTEM RIPS YOU OFF! PAGE 12.

•HOW THE IRS IS OUT TO GET YOU! PAGE 16.

•LIES THEY TELL ABOUT INTEREST RATES! PAGE 17.

•HOW THE CREDIT CARD COMPANIES CHEAT! PAGE 7.

FREE GIFT! LOOK INSIDE: PAGE 12.

Spring 1994 $2.50

StraightTalk

A SPECIAL REPORT ABOUT YOUR MONEY

WHO IS STEALING YOUR MONEY?

Inside: Shocking New Revelations About What Is Happening To Your Cash...

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reading. It leveraged his already existing feelings about being mistreated by the financial establishment and then *used* those feelings to maximize the heroic position of the editors.

Another Incredibly Revealing Example

Check out a perfect example of this strategy on Figures 21-4 and Figure 21-5. It's from the *Bob Livingston Letter* and the entire newsletter is built around the premise we're talking about here. The concept of this letter is to protect subscribers from assaults against their health and wealth. Assaults perpetrated by the "Fat Cats" on Wall Street, in the medical establishment and by any other "vested interest."

On the first page, you see the headline, "The Hidden Bull Market Wall Street Hopes to Keep Under Wraps" and notice how on the third paragraph the enemy is revealed. The "slick stockbrokers and financial planners" are the enemy, and they want to keep ripping the reader off. And in the bullets on the right, you can see how mainstream vitamin companies, drug companies, the IRS, the federal government are additional enemies … they're ALL positioned in the same light.

Then when you get to the second page, there's a sidebar that essentially details the USP of the letter – its sole purpose is to reveal the "other side of the story." The copy acknowledges the prospect's frustration and feeling of powerlessness as these crooks "hold all the aces." And his anger as they attempt to separate him from his money, health and independence!

This sets the stage for Bob Livingston and his letter to come in as the knight in shining armor. He's offering to rescue his prospect, give him the "other side of the story" and deliver sweet revenge as he achieves everything these villains want to hide from him. He gives a bulleted list of benefits on the next page, a list that details everything the prospect will achieve as he's exposed to the "other side of the story."

This also reveals a life-saving point when using this strategy: You want to be sure you mix in a positive, benefit-heavy element *very* quickly. Defeating the enemy and solving a problem aren't always enough – you've got to get his greed involved, fast. That's why this promotion quickly offers the prospect … ways to reduce taxes, college costs and travel expenses … secrets that'll keep him young, vital and outliving his doctors … investing strategies that can make him rich … and so on.

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Figure 21-4

SPECIAL INTRODUCTORY ISSUE

The Bob Livingston Letter

15 New Assaults on Your Health & Wealth in 2005

The Hidden Bull Market Wall Street Hopes to Keep Under Wraps

"Why the coming Energy Shock, ripped out of today's headlines, is making new millionaires—even as 'popular' investments go down the tubes."

Today, a handful of investors are growing filthy rich in a hidden bull market. (Hint: You're stimulating it every time you fill your car up with gas, heat your house or buy a piece of plywood.)

The real news is, it's still not too late for you to get on board, make up for lost profits, and grow rich, as you'll see on page 5.

But slick stockbrokers and financial planners hope you never catch wind of this hidden bull market. They want you to keeping buying their stocks and mutual funds (and making their commissions)—adding to the *seven trillion dollars lost* on Wall Street since 1991.

This Wall Street rip off is just one example of more than a **dozen new assaults on your health and wealth** I'll reveal in this special issue. You'll discover how big financial institutions, the big medical establishment, and big government plan to keep you *under* their thumbs and *deep* in your bankbook.

But it's time to say "enough is enough" and **declare your health and wealth independence.** It's easy—you just need two things, and you probably already have the first one…

(continued on page 3)

INSIDE THIS SPECIAL ISSUE:

Bob Livingston alerts you to 15 new assaults that could shrink your nest egg or shorten your life, *if you remain unaware.* Read on to protect yourself and prosper!

The shocking truth about vitamins. Don't be fooled by the words "natural" or "organic". 98 percent of vitamins are not what they claim to be—plus the common vitamin that can trigger kidney disease! **PAGE 9**

High cholesterol hoax. Drug companies push cholesterol-lowering drugs like candy. Yet one of the main triggers of sky-high cholesterol is an undisclosed "addiction" affecting millions. Easy remedy. **PAGE 14**

New IRS trap causes thousands to overpay taxes. It looks "legit" at first glance—how to make sure you're not the next victim. **PAGE 20**

Invasion of financial privacy. The government can easily snoop into your bankbook, investment portfolio or computer. But it's easy to make yourself an invisible investor for greater privacy, protection and profits. **PAGE 11**

The flu shot scam— Half the flu vaccine for the U.S. is tainted, and that's the *good* news. Read this before you take another flu shot. **PAGE 17**

The natural bypass that heart surgeons hope you never know about. Why? It could put many them out of business. **PAGE 7**

And many more new threats to your health and wealth nobody's telling you…

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Figure 21-5

The Bob Livingston Letter...

Revealing "the other side of the story" for more than 35 years

Mark Twain once said, "Truth is more of a stranger than fiction." Today, these words are a perfect description of what we often hear from big government, big financial institutions and the big medical establishment.

The Fat Cats in power know it's not a level playing field. Usually, they hold the aces so they feel they can feed the general public all the lies, half-truths and self-serving explanations they desire. *All to separate you from your money, your health and your independence.*

But if you're sick of their lies, sick of their tricks and sick of their traps, I've got great news for you.

I've dedicated my life to stopping the Fat Cats and calling them on the carpet. I not only want to level the playing field for you—I want to help you beat them at their own game and come out so far ahead they won't know what hit them.

It all starts by you knowing...

The "other side of the story"

Back in 1969, I started publishing *The Bob Livingston Letter* to give folks like you the "other side of the story"—the truth behind today's biggest health and wealth headlines.

Over the years, I've refused to accept what the Fat Cats have told me, and I knew the media was just a lap dog for special interest groups. I've refused to believe their lies: "It's a riskless procedure... it won't cost you a thing... trust me... the check's in the mail." Good God, do they really think I just fell off the back of a turnip truck?

Plus, I learned the hard way that doing my own research... establishing my own network of trusted contacts... and relying on hard facts and scientific or medical evidence is *the best way to live.*

It's worked for me, and since our first issue, many thousands of readers have enjoyed richer and healthier lives.

How much is it worth it to you to know the "real" story when it comes to your health and wealth?

You give me the three most important things...

"Dear Mr. Livingston...Please do NOT change your newsletter. I like it just the way you have it. It covers the three most important things I want to know about: (1) current events in government (2) health (3) how to protect our assets before the 'crash' comes."

—Cheryl Christiansen, Waterloo, IA

And would you like to live *independently healthy and wealthy* for the rest of your life?

If so, I invite you to join our band of independent-minded, self-starters who love the truth, love America and love all the good things it stands for.

Get the "other side of the story" by reading this Special Introductory Issue. Then turn to page 19 for a special invitation to join us *and* receive a series of Health & Wealth Special Reports I've just completed or updated, all Free!

Bob Livingston

Bob Livingston, Publisher

A sampling of life-saving warnings and money-making picks

Readers of *The Bob Livingston Letter* were among the first to know about...

■ **The 10 minute heart attack stopper:** In 1996, we scooped the story on strophanthin, a little-known German herbal miracle that reverses high acidity which can trigger a heart attack crisis.
RESULT: Countless lives saved and quality of life restored.

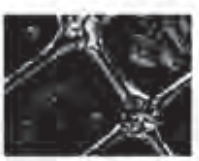
■ **Black gold:** In January of 2000, with oil at $28/barrel, we predicted oil and oil stocks would rise that year, with another price shock coming in two to three years.
RESULT: Oil exploded to $53/barrel, rewarding those who invested 89 percent gains!

■ **Nature's miracle worker:** In 1997, we broke the news of oral chelation, a natural way to keep your arteries clear of toxins, plaque and cholesterol.
RESULT: Thousands of people worried about their hearts discovered this amazing alternative.

■ **The crash of Internet and dot.com stocks:** In May 1999, we warned, "Internet stocks will kiss the dirt before many months. They'll lose 95 to 100 percent of today's valuations." **RESULT:** Over the next 24 months, most of these stocks were worth pennies on the dollar.

■ **The sugar and corn syrup scam:** These two common food ingredients are causing millions of people to become diabetic. But there are safe, natural alternatives (revealed in this issue).
RESULT: Readers avoid major health disaster.

■ **The full fury of the 2000 bear market:** In February 2002, we warned: "Even though the Nasdaq is down 63 percent since its high of 5000, it will still collapse much further."
RESULT: By August 2002, the Nasdaq was below 1200, and more than seven trillion dollars have vanished on the U.S. stock market since 2000!



■ **An overlooked profit doubler:** In August 2002, we recommended buying a gold fund, Tocqueville Gold Fund (TGLDX) at $18.
RESULT: It's soared to $35 at this writing, nearly doubling investors' money!

Now, read on to discover the truth behind today's biggest health and wealth stories...

The Bob Livingston Letter

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And it's why Clayton's deck copy – even in the most frightening apocalyptic investment promotion – always offers opportunities to "grow up to X times richer" as the disaster unfolds.

Now that you see how this strategy looks in action, let's move to the final step …

STEP #9: Sell Yourself First Before Selling ANYTHING Else

Gary Bencivenga once told Clayton: "People don't buy from others unless they believe them and unless they trust them. If you don't sell yourself first, you're trying to short circuit the process by just rushing to the bottom line, rushing to the close of the sale too early."

And Clayton instantly agreed.

Isn't that interesting? Rather than lead off selling the product, the benefits, or anything else – both of these legends recommend you lead off by SELLING THE RELATIONSHIP.

As we got a better explanation from Clayton and looked at many of his promotions, we found that's exactly what he does. Within the first few pages – and usually on the front cover – Clayton always consistently sells his prospect on why he should trust him, through the use of track record and other strong credibility devices.

The use of credibility and proof – which we covered extensively in Chapter 5 – is *indispensable* to this process. You may be able to do everything in this bonding process right, but you'll never harness the FULL power of these response-boosting techniques unless you insert maximum credibility into the mix.

And not just anywhere, you need to do it UPFRONT. Just look at Gary's statement or glance at any of Clayton's financial or health mailers. You'll always, always, ALWAYS see strong credibility devices on the covers. Devices that offer reasons why the prospect should trust the spokesperson and why he should welcome this new relationship with open arms.

In fact, one of Clayton's favorite strategies is to use the pre-head (right above the headline) to build credibility. It's the very first or second thing the reader sees when his eyes hit the promotion!

Another way is to fortify your lead (the first 1-2 pages) with proof/credibility elements, selling the relationship. For example, just look at Figure 21-6 and see how James Dines' track record is displayed so prominently on the second page. Where you'd normally see lead copy, he's actually showing

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Figure 21-6

We challenge any advisor to beat this forecasting track record!

Out of James Dines' last 21 annual forecasts for the Dow Jones Industrial Average, 19 were 100% correct. We know of no other financial analyst in the US or internationally to have surpassed or even matched that track record.

Here's a small sampling of Mr Dines' forecasts—which he often made as the lone voice in the wilderness. Time after time, the investment gurus disagreed totally. And time after time, he proved them *wrong*.

Date	Mr Dines Forecasted	What the experts said	Outcome
January 1966	An "invisible crash" will bring down stocks.	In this modern economy stocks are resilient.	Bear market from 1966 to 1982, adjusted for inflation.
1974	Gold boom ahead, with silver following suit.	Gold is dead; it's a relic of the past. Stick with stocks. Silver is an "industrial metal."	Gold soared 2,025% in 7 years. Silver raced ahead 1,639% in the same period.
June 15, 1982	Sell gold!	Commentators, news writers and financial gurus all agree: gold will continue to rise.	***TDL*** subscribers locked in 10-fold profits in gold.
1994	The Internet will revolutionize the world—buy Internet stocks now.	The Internet will take 10 to 20 years to catch on. It's overpriced. Wait to buy.	Recommended stocks soared thousands of percent in the next 6 years.
December 1994	Prepare for resumption of the major bull market in stocks.	Prospects for a year-end rally are dim. Expect further declines.	"Buy" signal within only one day of a 6-year bull market in stocks.
March 1996	Great religious war will begin in Central Asia + a major attack on a US city will send stocks plunging.	No other financial advisor was paying much attention to foreign cultural developments.	Tragic events of 9/11/01.
September 1996	On the *Nightly Business Report* TV show, Mr Dines predicted a currency crisis to start in Asia.	Majority saw no danger signs in Asia's massive debt.	Currency crash in Southeast Asia; South Korea needing a bailout. Southeast Asians lost 50%-70% of their wealth.
December 3, 1999	When the herd pours into Internet stocks, that will be the top—time to bail out.	The experts suddenly speak gloriously of dot-coms.	Mutual funds bought Internet stocks in droves in March 2000—prices began to slide in March.
October 20, 2000	Downgraded Toronto Stock Exchange 300. "Caution is warranted."	Any weakness in the TSE 300 viewed only as a correction just like the Dow's.	Only 5 days later, the TSE 300 crashed 1,146 points.
September 2001	Too much pessimism so buy stocks. NASDAQ predicted to rise to around 2,000.	Recession coming, so don't buy.	NASDAQ hits 2,000 on December 5, 2001. "Buy" signal off low by only 5 days.
September 18, 2001	Sell signal on the US dollar and a buy on the euro at $0.9249.	The dollar is growing stronger...buy.	The dollar subsequently plunged and the euro rose over 48%.
March 11, 2002	"Run for your life" at 10,611 came within only one day of the 2002 top.	2002 will be a new bull market...buy.	Crashed 32%.
June 2003	Cameco (CCJ), virtually unknown in the investment community, will lead the uraniums, as the age of petroleum ends in this century.	Nuclear energy carries a heavy baggage of concerns, making it a risky investment.	Cameco has since risen 376%. Uranium up 280%. Mutual funds scramble to acquire Cameco at any price.
January 16, 2004	Crude oil is a "buy" at prices near record highs at $34.31, as the US dollar crash distorts the world's trading patterns.	Big oil producers led by Saudi Arabia are likely to increase production at these record-high prices.	Crude oil soared 62% to $55.65 per barrel on October 27, 2004.

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he successfully predicted 19 out of the last 21 moves in the Dow. And he was right even when all the other investment gurus were WRONG.

So that's everything you do in the first stage. Lots of work, we know. But this process will give you a huge edge over others who see the "creating the enemy" process on a much more superficial level.

If you've gotten through all of this, pat yourself on the back. You've earned it. You're now ready for …

THE SECOND STRATEGY: Using Tactical Writing Secrets to Help Strengthen the Bond

The process above is very psychological and strategic, meaning that – more than anything – it will affect the entire approach and direction you take on your promotions.

Now what follows in this section, on the other hand, is much more tactical. These are simple secrets you can *immediately* add to your writing/editing process to increase the bond you have with readers.

SECRET # 1: Talk Directly to Your Reader!

And make it PERSONAL. Instead of talking about how "we" were swindled by greedy brokers … or how "we" lose money when interest rates rise … talk to your reader about *his* life … *his* future … and most importantly, his feelings. Finding ways to personalize every line of your body copy – framing each sentence in a way that directly affects your reader – is a key to keeping his attention.

Use the word "YOU" as often as is humanly possible throughout your text. The word "You" has been called the most powerful word in the English language – and for good reason. Remember: Your prospect really couldn't give a flying flip about you, your company, your product or anything else. Your prospect is interested in *himself!*

Yes, it's true that x million Americans suffer from arthritis each year. But saying it that way, you're not talking about him; you're talking about x million other folks.

Find ways to personalize these kinds of statistics: "If you're an American over age 40, your chances are one in x of developing arthritis this year." Now THAT'S personal. There's no doubt you've got his attention.

Or instead of saying, "My subscribers earned 457% profits on oil stocks" … say, "If you had put money into all my oil stock picks last fall, you could have bagged an 457% profit in just 11

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weeks! And $5,000 would have yielded you a cool $22,850!"

Look for places in your copy where you could be addressing the prospect directly, yet you aren't. Edit these sections just like the examples above and make them feel as personal and direct as possible.

SECRET #2: Use Jargon in the RIGHT Places!

Many young copywriters are under the impression you should avoid technical terms and industry jargon altogether. This is NONSENSE.

The selective use of jargon comes in handy lots of times when you're writing. For example, there'll be times when the jargon's meaning is familiar to your prospect – whether he's a business owner, an investor, a medical patient, or an Internet marketer. And using the proper industry terminology – a.k.a. jargon – is a clear sign of you respecting his intelligence. You're speaking a language he understands and is comfortable with.

As long as the jargon is either familiar to him or can be quickly explained, you're golden!

Plus, when the jargon is being spoken *sparingly* by an expert, it adds to the expert's credibility. We expect doctors to be proficient in the use of medical jargon and brokers to use investment terminology. And if an Internet marketer didn't know and use terms like "SEO" or "Adwords" or "Pay-Per-Clicks" – you probably wouldn't trust him.

If the term is obscure, however, you just include a quick explanation and then move on.

It's easy to see why this builds the bond – you're showing him respect … you're using terms that he sees as credible and trustworthy … and your language gives him the impression that you really ARE qualified to help him.

SECRET #3: Use Figures of Speech to Instantly Enhance Your Connection!

We've made this point in previous chapters, but it cannot be emphasized enough. It's so amazing for helping to establish the bond between you and your prospect.

The problem is that in high school and college, we're often told to avoid clichés, sayings, analogies, aphorisms, proverbs, adages and so on. While that may be the way it's done in Academia – it does NOT work in marketing. *Why?* Because if you had a face-to-face con-

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versation with your prospect – or anyone else, for that matter – you'd hear *tons* of these figures of speech!

When we say figures of speech, we're talking about expressions like … "richer than Midas" … "a king's ransom" … "going, going, GONE" … "mind like a steel trap" … "a picture is worth a thousand words" … "laugh all the way to the bank" … and many, many more! Stuff that we've mentioned in Chapters 14 and 15, and what we cover extensively in the *#1 Way to Elecrify Your Ads* premium.

Don't these expressions instantly say, "Hey – I'm not selling you. We're friends sitting down to chat." Don't they get your prospect to grin and nod his head? Don't they communicate that you're not some corporate 'stiff' who's arrogantly speaking over your prospect's head?

Plus, these figures of speech instantly communicate something that it would otherwise take you a sentence – sometimes even paragraphs!

Surprisingly, we've discovered this is one of Clayton's BIGGEST secrets. If you scan his packages for Weiss Research or Health Resources, you're liable to find 5-10 on a single page! And it works for Clayton like gangbusters. These expressions make his writing much more alive and fast-moving, giving it personality and energy that makes the package hard to put down.

But be careful, it IS possible to overdo it. And there's also the risk of using these little expressions at the wrong time or in the wrong context. This is a landmine, one that will draw attention to your words and not the sales message. So be sure to use these expressions in the proper context and with plenty of variety.

Remember: The more these little gems become a part of your vocabulary, the stronger your copy becomes!

SECRET #4: Strengthen Your Bond with the Occasional Obvious Overstatement

No, we're not suggesting that you should exaggerate when describing what your product does. But great writers often use an obvious over-the-top phrase to demonstrate how intensely their client feels about a particular point.

Once in a health promotion, for example, Clayton wrote:

> "Some surgeons are so greedy, they'll gladly cut a hole right through you – *just to get to your wallet!"*

Was it true? No, not literally. He didn't have a story about a surgeon

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who had literally cut through a patient to reach his wallet in his substantiation files. But he did know, however, that many of his prospects had had hysterectomies, mastectomies and other surgical procedures that were later determined to be unnecessary – and that his prospects would instantly "grasp" the meaning of that exaggerated statement. It helped every one of them get emotionally involved and on his side.

Another time, he wrote:

> "This is an absolute nightmare for the banks. It's a razor-sharp dagger at their throats. And the banks are already beginning to bleed."

Again, this wasn't literally true.

Surprisingly enough, you're actually *respecting* your prospect's intelligence with these kinds of statements. You're giving him enough IQ credit to see through the fact that it's an *intentional* overstatement, with a much deeper emotional point being made. That's exactly why you use them.

Because these kinds of expressions are perfect when you want to convey a strong feeling that wouldn't sound right if you came out and stated it literally. Done at the right points, they bring you and your prospect much closer together.

SECRET #5: Beef Up the Conversational Quality of Your Copy and Avoid a Dangerous Blunder

Great writers speak to their prospects in normal every-day English, using words and phrases they're used to hearing. Yes, that means often pausing … (like we just did with that ellipsis!) or ending a sentence with a preposition. What's the big deal? You're trying to *communicate* here – not ace the SAT test.

So try closing your eyes and imagining that you're talking to a friend about the subject at hand. How would you begin the conversation? What would you say? What would he say? What would you say back?

You sure as heck wouldn't refer to yourself in the plural with a phrase like, "We want to make things easy for you …" You'd say, "Here – let *me* make things easy for you …"

Perhaps you've heard various copywriting gurus mention the "Barstool Principle." It's the long-known idea that your copy must feel conversational at all times. It's okay to break grammatical rules … you can begin and end sentences with prepositions … you can bold, italicize, highlight or underline words to make the copy louder or more forceful

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… as long as it makes your copy sound more like everyday speech. Judge all your copy by how much it feels like two guys or gals just sitting down, having an informal conversation.

This is why it helps to read your copy out loud to someone else. Make sure it keeps flowing like a smooth dialogue. Ask your partner to grab you whenever the copy feels like "writing" and not like a conversation. Your goal is for your prospect to *forget* that he's reading and become totally engrossed in the mental conversation the copy stimulates.

Do this skillfully and it's the perfect way of telling your prospect, "Hey, I'm like you – we think and speak the same language." It creates an instant bond. And as we saw with the Cialdini's discovery of "similarity," it's a sure-fire way to get your prospect to like you more … dramatically boosting your chances of making the sale!

What Nobody's Ever Told You About Conversational Writing

Here's another big lesson in this area. A copywriting legend once said that he cringed when somebody would take a piece of his copy and compliment him on the writing, by asking, "Where did you come up with those WORDS?" He would respond by thinking, "Oh no, they're seeing the WORDS and not seeing *through* the words directly into the benefits being presented!"

Do you see how this principle applies to your copy's style and word choice? Ultimately, you want to make your prospect see *through* the words without ever noticing them – and you want him to ask questions like, "Is it really true that a one-legged golfer can teach me how to hit 400 yard drives? That's amazing – I want to learn that!" Questions like this are a sign that his full attention was on the benefit and NOT the actual words.

Therefore, whatever you do to make your copy less structured and more conversational – your top priority is to be 100% *transparent*. If he notices your words, your sentence structure or design, you're a goner. This draws attention *away* from your sales message and your prospect begins to notice he's being sold by someone, a scenario he absolutely HATES.

Lots of Web copywriters violate this rule of transparency by using way too much highlighting, bolding, italicizing, etc. And response goes south because this brings attention to the "writing," preventing the prospect from seeing *through the writing* into the emotions and deeper benefits.

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Notice how people like Clayton and experienced masters never overuse these layout elements (bolding, highlighting, italicizing, underlining, etc.) – they format their Web copy to be very clean and simple, much like how they would for print mailings. Often it's just the font that changes.

So how does this relate to the bonding process? Well, you'll reach your prospect much more deeply when you avoid these common pitfalls. And as with many direct response principles, tabloids are a great place to learn. The writing there is simple, informal and puts *all* of your attention on the shocking events or celebrity secrets. It never uses language, design or style in a way that calls attention to itself and distracts the reader.

Mimic these publications in this regard and you'll reach your prospects on a deeper, more trusting and persuasive level, we guarantee it!

SECRET #6: Throw in Valuable FREE Information!

And NO – we're not talking about your premiums or bonuses. We're talking about the content you provide FREE as part of your advertorial sales message. Every copywriter and direct marketer has been guilty of underdelivering free information to his prospect at some point or another.

Although we will discuss this in more depth in the next chapter, we want you to understand it in this context. Like so many of the other strategies we've discussed here – when you provide valuable information, it makes you *immediately* welcome in your prospect's life.

Why? Because almost everybody your prospect encounters wants something from him. And they're usually offering little or nothing in return. As a result, he tends to distrust people all the way until they've earned his trust.

Great marketers earn a prospect's trust by providing valuable, FREE content *before* ever asking for money. And not just in the direct response industry – everywhere! Even multi-billion-dollar titans like Google earned people's trust by providing the best free search engine on the planet. And if you talk to top Internet marketers, they'll tell you that the sites with the highest Alexa ratings are the ones with the most valuable content.

It's for this reason that million-dollar copywriter Kent Komae once told Clayton: "Everything that I do is 'informational marketing.' And by that I mean putting in value-added information that can help people with their problems. Whenever I write a piece, it's always

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filled with information, with news, with some breakthrough, with something that's going to help them."

So when you're doing your research before a project – don't just focus on the features, benefits and emotions surrounding the purchase. Remember to also keep your eyes peeled for red-hot info that your prospect would gladly pay for … and then find ways to incorporate it FREE into your copy. Hell, if it's strong enough – it may even help give you a kick-butt headline or lead.

If you look at the control on Figure 21-7, you'll see an example of what we mean. On the top right there's a side bar that gives purely valuable info. It doesn't hold it back or promise to reveal a secret. This is something very intriguing to prospects getting this promotion, and communicates that this is more than just a sales pitch.

Either way, providing free information within the copy that your prospect would eagerly pay for is one of the quickest, easiest ways to build trust. It communicates you've got the habit of overdelivering, that you're a "giver" and not a "taker." And it gets him thinking, "If they're giving this information away for FREE, imagine what they'll provide in a paid service!"

He walks away thinking you're special – so different from everybody who's just reaching for his wallet. And he'll *welcome* your communication from that point forward, often showering you with his hard-earned money.

THE THIRD STRATEGY: Finding the Right "Selling Voice" Every Time

One of the hardest copywriting principles to teach – but something that often makes a world of difference in response – is finding the ideal "Selling Voice." We bring it up here because it's a huge part of bonding with your prospect. The more your voice resonates with him, the more he'll trust and see you as a friend. And the more he'll *like* you, which transforms your relationship and eventual bottom line.

So how do you find the right voice? And why is it so darn hard?! More on that in just a moment.

First we want you to see how NOT to employ your selling voice. You can quickly get a first-rate education on the worst ways to "voice" your copy by searching online for products. More often than not, you'll find Web copy written in a loud, hypey, exclamatory kind of voice that turns prospects off and sends them running for the hills. This style of copy gives direct response a bad name.

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Figure 21-7

CHINA STRATEGY #3

Get Outta Town

The disruption caused by China's rabid growth and dangerous ambition *will* be contained. The lid (blown off by our friend Bill Clinton) will be slammed back on. The Chinese dragon contained. But it will take years, if not decades, and you, in the meantime, have a future to plan and a life to live.

Here at *Young's Intelligence Report*, we have never drawn a line between your life and your wealth. Each should enhance and enable the other.

A portfolio is your dreams, simply arranged in scorecard format.

China will intrude upon those dreams of yours—let me assure you of that. But I have shown you how to take advantage of this upheaval and shield yourself from that likely fallout. Most advisors would quit there, but I don't.

Consider this fact: 76 million people are migrating *out* of suburbia. This is a trend that is likely to be accelerated by the uncertainty that comes with China's growth, but even if it isn't, you will still be made wealthy by it.

With housing in a bubble in some areas, should we avoid housing stocks and REITs? Without doubt, values will plummet in the worst areas (i.e., most of California, where there are more real estate agents than houses for sale!) But housing markets are very local, and where the rush *out* of suburbia and *into* the countryside is in full force, real estate will continue to prosper.

The Kinder, Gentler Florida

The northeast coast of Florida is a glorious example. Check out the little town of Apalachicola, population 2,600: stately inns, homes with deep porches, oyster boats docked along the river. Even the beaches are certified the best in America—the sand is pure silk.

Hemingway would be at home here. It's a kinder, gentler Florida than most people know these days.

And it all cost 50 cents an acre—originally.

Nowadays, an acre runs close to a million dollars.

Multiply *that* by a million acres, and you'll see that the development company sitting on this treasure is worth two, five, even ten times its current share price.

Here's the math. Premium lots in this area go for $600,000, but let's be conservative and figure $500,000. The company has a market cap of $5 billion. Divide that by its million acres, and you can see that the market puts a value of $5,000 per acre on this land. So the fair value of the stock is actually one hundred times what it is today!

Buy it now. It's difficult to keep a treasure the size of Delaware secret for much longer! Complete details in your free report *Get Outta Town*. See page 19 for ordering information.

(continued on next page)

Best Places to Live, Invest

—live a larger life in a smaller place

We are in the speculative blow-off phase of real estate in many parts of the country. But unique, freestanding homes in the following areas are most likely to withstand a correction and increase in value over the next decade:

- St. John's River, south of Jacksonville, Florida
- Old town, Naples, Florida
- Beaufort, South Carolina
- Austin, Texas
- Aiken, South Carolina
- Elsworth, Maine
- Winter Park, Florida
- Dorset, Vermont
- Amelia Island, Florida
- Blue Hills, Maine
- Fairhope, Alabama

Urban Blight

—what a billion squatters tell you

CONSIDER YOURSELF WARNED IF YOU OWN ANY REIT, stock or piece of real estate associated with downtown office buildings or apartments. The brave talk of revitalization and gentrification is, in 90% of all cases, pure hogwash.

Hopefuls who hang on will see crime, blight, homelessness and disease swallow up their investments.

A billion squatters (soon to be two) in the world's cities tell you what you may not want to know: the cities of tomorrow will be abandoned to the poor and desperate, while the wealthy and talented videoconference and network busily from besides their swimming pools in places you can't even find on a map.

In your special report, *Get Outta Town* I show you which investments, REITs and stocks will win, and which will lose as high-achievers take their low orbit satellites, fiber optics and cable modems and make a living in the country.

Or get started instantly online at our special website, go to www.intelligencereport.com/china

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In contrast, the best writers on the planet not only have a very powerful "natural" selling voice – they also have the ability to switch voices, catering to the specific situation and prospect they're addressing.

It makes sense – you wouldn't write the same to a 60-year-old woman interested in dream interpretation as you would a twenty-something guy who wants to purchase herbal Viagra. Being able to adjust your voice effectively allows you to bond passionately with prospects in a wide variety of markets … and successfully sell anybody just about anything.

VOICE TIP #1: Why Slave Away Finding Your Selling Voice When You can Easily Steal One?

Now if you're just beginning or still haven't found your unique selling voice – here's some great advice: *STEAL the voice of another top writer!* Okay, that sounds extreme. But we're only half-joking. We've found this simple secret that works like magic.

Just take two, three or four great writers whose voice you'd like to emulate or incorporate into your writing. Make sure they're good. Damn good, in fact, because you WILL start to sound like them. Next, copy out their sales letters long-hand. Do a little from each writer every day.

Since this practice simulates the process of YOU writing from THEIR perspective, it's like you subconsciously begin to *steal* their selling voice. And the best part? This practice allows you to see results from the very first day!

You see, when you find writers that you resonate most with and copy out some of their stuff each and every day, something magical happens … Over time, it helps you to create your own unique voice. You'll end up with your own personal style … spiced with powerful voice elements from each of these greats.

Plus, this process helps you tackle your weaknesses in a whole new way. If you have trouble adding emotion to your copy – find a writer that's great at writing emotionally and copy out his or her stuff as practice (Clayton's a great one to steal from). If your writing is too laid back and lacks force, grab the controls of a more forceful writer and get busy. (We suggest someone like John Carlton.) You get the point.

You'll hone your writing chops and selling voice like crazy with this simple practice. We highly recommend it!

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VOICETIP#2: Adapt Your "Selling Voice" to Make Yourself Truckloads of Money in Niche Markets

Why else is your voice important? Because if you're selling online, the rage now is niche marketing. It's about finding an untapped market, well-defined enough to create a product and killer pitch for … and yet still sizeable enough to make it worth your while.

To really go in and conquer a niche, your copy needs to be written in a voice that resonates most deeply with the readers of that niche.

This means with every new niche you'll adapt your voice to whatever best suits your prospect – whether it's male or female fifty-somethings, organic gardeners … yuppie guitar aficionados … extreme martial artists … teenage punk rockers … or anyone else.

The key is to speak in the language they're most used to hearing. Go the extra mile to understand their slang and favorite words. Do this thoroughly and finding the tone that perfectly matches your product to their feelings becomes a breeze!

This is really an A-list secret: Get to know the slang, jargon, figures of speech, and speaking style of your prospects. If you want them to see you as a friend and NOT an outsider, you must instantly show them that you're hip to their language. They want to deal with somebody who's "down" with them – not some greedy 'stiff' trying to barge into their life and take money.

Besides, NOT knowing your prospect's distinct language is the surest "tip-off" that you're just some imposter salesman. You can't be trusted. It's like promising a golfer he'll be able to hit a hole-in-one on a par 5 or promising a tennis player you'll show him how to hit 160 mph serves.

Fortunately, most prospects are very open to helping you out in this department. Just ask revealing questions that tease out what kinds of favorite words, sentences and desires are most natural to them. Ask a bodybuilder what he wants to feel like after a workout, or a golfer how he wants his buddies to react when he birdies a hole. Frame your questions skillfully and you'll be getting them to coach you on their insider lingo for FREE!

Finally, incorporate these words and speech patterns into your copy and you'll create a bond that puts you light-years ahead of your competition!

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VOICE TIP #3: Remember WHO the Copy Is Coming From!

Your selling voice also must fit in with your editor or spokesperson. For example, if you're writing or marketing for a subdued female doctor, you'll sound ridiculous making a loud, ranting and raving sales pitch.

So take that into account. You want to write in a voice that matches the person standing behind the product.

One of the surest ways to accomplish this is to speak extensively with the editor or spokesperson prior to writing, and really get inside their head. Tape-record your conversations if you can. Notice where they pause, where they add emphasis, what kinds of words they use, if they're sarcastic, funny – any nuance you can about how they communicate. Also, get a feel for how they write by checking out past articles, newsletters, books – anything they've written. This will give you a sense of their style.

Figure 21-8 shows an example of this – it's a Phillips promotion that Clayton wrote for marketing legend Jay Abraham. One of the things Clayton did to make this promotion successful was to speak extensively with Jay (they're old friends) and get a feel for Jay's style of speech, vocabulary and approach. That way, the copy authentically felt like it was coming from Jay himself and it made all the difference in response!

But also be careful when you're reading materials written by – or speaking to – a doctor, financial advisor or other professional – because they're not copywriters. Chances are they write in a more subdued, academic style, rather than how they actually speak. For example, doctors are used to writing for journals or to other doctors, colleagues, nurses, etc. They're NOT experienced at writing to prospects!

That's why you don't want to completely mimic their writing style. Just try to extract the positive personality-indicators you can find in their writing and pepper them into your copy wherever it feels needed.

Now That You Know How to Bond, Put this Process to Work for You Right Away!

By now you see that if you *really* want to maximize the response on every promotion you ever write, you MUST find ways to bond with your prospect. You'll begin by using different strategies (similarity, familiarity, creating an enemy) that you got in section one.

Then, on a tactical level, you learned secrets for making your writing

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Figure 21-8

DECEMBER 1994 $10.00

FREE GIFT INSIDE! See Page 23 For Details!

Business Breakthroughs

SPECIAL REPORT #3

21 POWER PRINCIPLES of Business Builders Who Get Rich — JAY ABRAHAM

"In The Next 60 Days, I'll Help You...

"Write Your Own Ticket to Business Success!"

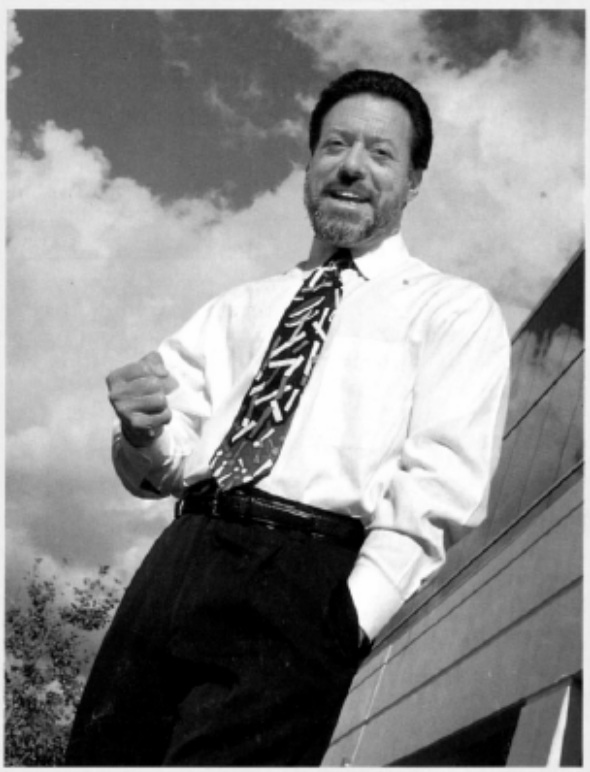
POWER UP Your Business!

CHARGE UP Your Employees!

WAKE UP Your Customers!

PILE UP New Profits and Income!

"...With 21 Power Principles of Business Builders Who Get Rich!"



INSIDE:

Legendary Business Builder Jay Abraham Reveals

How You Can Bridge The Gap Between Where Your Business Is Now And Where You WANT It To Be!

JAY ABRAHAM—the amazing sales and marketing expert who has helped more than 9,700 companies generate over $3 billion in new revenues!

Liberate Yourself From Business Frustration and Boredom!
Break through the barriers to greater success and profits. It's easy!
Page 3, INSIDE!

Awaken Your Customers!
The secret to getting your customers to pursue you and virtually beg you to sell them more! PLUS: How to remove the mental blocks that stand between you and the success you deserve!
Page 15, INSIDE!

Get Twice As Much Done in HALF the Time!
Amazingly powerful mental tools that cause your business to grow two, three, up to ten times faster than you ever thought possible. With less work, less worry and less risk than you have now! **Page 6, INSIDE!**

Take Control of Sales and Profits!
Ever feel like your business owns you—not the other way around? Here's the simplest way to get back on top of your business— YOU decide how high your sales, profits and income will be!
Page 1, INSIDE!

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more personal and more conversational – by personalizing stats and figures, by talking *to* your prospect, by using language (including slang, jargon, idioms) that he's used to hearing, by providing free information – all of these cause your prospect to receive you with open arms.

Finally, you've got A-list secrets for nailing the right voice in your copy – so that your message really hits home emotionally. Do this right and your reader will be absolutely thrilled to work his way through your promotion.

Even if you've already written much of your copy at this stage, you can go back and find ways to add these elements. Some of them will apply, and will make your copy dramatically more personal and appealing to the prospect you're writing to.

With practice, they'll become second nature. You see, master copywriters put all of these secrets together in their copy, almost every time out. They're proven to boost response and backed by clinical psychological research.

As usual, study the examples of these secrets in Figures 21-1 through 21-8 and look at adding even better examples to your personal file. You'll improve faster and you'll grow your ability to hit bigger winners, more often!

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Action Steps

21

Bonding with Your Prospect Sales Psychology

Because you're in the latter stages of your writing process – and you've worked to understand many advanced concepts throughout this course – you're ready to start reviewing, writing, and editing with persuasion and bonding in mind.

And that's because, at the higher levels, successful selling is all about making friends. The more you can make your copy feel friendly, helpful, non-threatening – like it comes from someone the prospect deeply likes and trusts – the better your response will be.

These secrets apply across the board – to your website, your e-mails, sales letters – all communications you have with the prospect. So here's what you need to keep in mind …

1. To maximize your influence, your goal is to make friends with your prospect:
   a. Show your prospect that you're similar.
   b. Get in front of your prospect more often.
   c. Create an urgent need for cooperation.
   d. Reveal the deadly, disgraceful enemy.

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e. Dimensionalize the heck out of your enemy.

f. Verbalize your full emotional response to the enemy.

g. Use the feeling of powerlessness to deepen your bond.

h. Put all of these feelings into the passionate voice of your editor or spokesperson.

i. Sell yourself first before selling anything else.

2. Strengthen the bond:

a. Talk directly to your reader.

b. Use jargon in the right places.

c. Use figures of speech to instantly enhance your connection.

d. Strengthen your bond with the occasional obvious overstatement.

e. Beef up the conversational quality of your copy.

f. Don't overly format your text so that the reader sees through your text and gets stuck on the words.

g. Throw in valuable free information.

h. Find the right "selling voice."

Now, if you can, go back through your copy and see if there are places where you might better bond with your prospect. This may mean that you add sections to it … it may mean that you personalize it further … feel free to use anything you learned in this chapter.

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Take advantage of this process to examine and refine your copy from a higher vantage point. Use it to ensure you're following the same immutable principles that master salespeople follow, so that your copy performs at its highest possible level.

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Quick-Start Copywriting System

22

Information Marketing – How to Sell the World's Most **Profitable Products**

In this Chapter …

- How to write breakthrough promotions for any kind of information product – whether it's a book, CD, DVD series, course or anything else …
- The secrets of effectively "teasing" your prospect into ordering (this technique is so seductive and so valuable, you'll find yourself using it over and over again for the rest of your life) …
- The best way to study and review an information product, so that you have everything you need to craft a winner – right at your fingertips …
- And much, much more …

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Now that you've gotten through the entire writing process, we want to use this chapter to address a specific kind of promotion – the process of writing copy for information products.

Why? Because let's face it … The ability to sell information products is one of the most essential skills a direct response pro like you could ever master.

Need proof? Just look at the many, many examples we've provided throughout this course! The majority of the control copy you've seen has been for information products.

On top of all this, more info products are being sold now than ever before. Virtually all the top copywriters in the world have this skill down cold … and the opportunities to grow rich in the information products biz are literally boundless.

But you might be wondering, *"What makes the process of writing copy for info products unique? How does it differ from promoting other products? And what are the steps in the process?"*

These are just a few of the questions we're going to answer together in this chapter.

By the end of it, you will have learned *exactly* how to take any book, CD series, DVD collection – whatever type of information product you're faced with – and write copy that showcases its strongest benefits … teases everything the prospect will find inside it … and then compels him to place his order.

12 Steps in the Process

These first seven steps in this process have all been covered in previous chapters. But we need to quickly review them, within the context of selling information products. (Really, everything we've covered to this point applies to selling info products – but we've focused on the steps that change slightly when selling information. This will make sense as the chapter progresses.)

With that accomplished, we can then move onto the powerful new steps you need to sell info products like the masters do.

Step # 1: Research your Product, Prospect and Market

The first thing you're going to do when selling an information product is the same as always: Research. And that means …

» **You'll uncover all the features of your product, the story behind** it and more … With information

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products, the physical features are typically less important than the "content features." Here, we'll give you an example. On Figure 22-1, you'll see the main features for Frank Kern's *Mass Control* Internet Marketing product. Notice how these various components of the product are pretty "stripped down" – and that's what you want at this point. Benefits aren't needed, as we'll get into them in your next step.

Also, be especially thorough in listing out your content features. *Content features are the specific categories/ groups of information your product is going to be delivering.* It's really what your product covers, and is all about. Virtually all the features listed in Figure 22-1 would fall into this class.

To do this, you'll need to extensively review the product. That means reading, listening to it, or watching it and taking detailed notes. (More on this in a later step.)

» You'll also need to understand **your prospect's most relevant desires, beliefs, feelings and behaviors** … For information products, this means figuring out what drives him to *want* this kind of product and why … what his past experience (if any) has been with similar info products … how/why he feels this information could transform his life.

» And you'll dig into your market, **figure out how sophisticated and** aware it is – and what trends are currently affecting it … Specifically, you'll want to pay special attention to competitive info products being sold in the same (or similar) categories as you. This will give you TONS of priceless information about how you're going to differentiate your product in the copy.

Step #2: Identify, Select and Dimensionalize **Your Strongest Benefits**

In step #1, you will have already listed out your product's features. That could include anything from the number of pages in your book … to the specific 'modules' you're offering in your course … the basic information covered on your CD … or any other relevant feature, especially the content features.

With that in place, your job is to then take those features and convert them into the following types of benefits:

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Figure 22-1

Feature's of Frank Kern's Mass Control Program

1) 4-Week "30 Days to Mass Control Millions" Video Training Implementation Program ($7,995 Value) Four (4) action-oriented video training sessions where I will walk you through all the steps to conceiving and building your Mass Control campaigns.

You'll learn how to use Mass Control in eMail, Website Copy, Live Action Videos, Screencams, Podcasts, Downloadable Audios. PDF Reports, and even blog posts.

Plus you'll get simple "Mass Control Money Magnet" templates you can use to swipe my techniques.

Here's how the modules break down:

Module 1: Planting The Seeds For Total Domination - Including REAL EXAMPLES from my actual businesses.

Module 2: Creating Your Character And Mass Control Story Line

Module 3: The Actual FORMULA Behind Mass Control, And How To Use It For Maximum Profits.

Module 4: Firing Your Silver Bullet – where I take you by the hand and walk you through getting your first Mass Control campaign up, running, and bringing in money.

2) Three "Feet To The Fire" Q&A Sessions ($485 Value)

These are the live Q&A calls I held with participants so they could ask questions specific to their businesses.

3) Printed Video Transcripts for Each Module ($788 Value)

Also includes the slides from my video presentations.

4) Unlimited Access To the "30 Days" Members Area ($697 Value)

I'm continually adding new content and new strategies to the program, and this member's area is where I post this content.

5) Free Access for 45 Days to My "Mass Control Monthly" Club ($445 Value)

Each month, members of this group get to "look over my shoulder" as I run my different online businesses.

Currently membership in this group is $397 a month, but you'll get 45 days free and after that time you can choose to renew at the charter membership rate of only $297 a month.

6) The first 100 signups will also get: The Four-Day Cash Machine! This the "fact action" strategy members have used to make money within their first week of access.

TOTAL COST FOR ENROLLING IN THE PROGRAM IS $1997.

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» **Functional benefits –** what each feature actively does for the prospect …

» **Dimensionalized benefits –** the expanded, vivid description of how that benefit looks in your prospect's life …

» **Emotional benefits –** how each of those benefits make the prospect feel …

For example, go back to Figure 22-1. You'll see that under #1, there's something that says "Module 2: Creating Your Character and Mass Control Story Line." So that's a feature of Frank's info product. And here's what some of the functional and dimensionalized copy would look like (We pulled it from his actual landing page):

*****

Now, for the first time ever, I'm going to show you exactly how to create these characters and story lines to use in your own campaigns … and I'll "pull back the curtain" and show you real examples from my actual businesses where I've used each storyline to make a fortune.

… Examples you can model after or just plain swipe, and put to work for you immediately.

*****

Notice how the feature is expanded into what's being *done* for the prospect (functional benefit) … and the expanded (dimensionalized) benefit of being able to swipe them easily and make a fortune in the process.

Once you're clear on all the benefits, you'll rank and select them in order of importance to your prospect and then move on to proof …

Step #3: Gather the Necessary Proof Elements

In this step, you'll carefully match proof elements you discover in your research with the most powerful benefits your information brings to the prospect. For example, if you look on Figure 22-2, you'll see an example of an info product being sold by a top copywriter. The product in question is Dr. Julian Whitaker's *Health & Healing* newsletter.

Notice how the little bullets at the bottom reveal key benefits (these are the benefits the prospect has consistently responded best to). And notice how a credibility element is attached to virtually *every* single one. For instance, you see the following proof/credibility elements: Studies by a major university

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Figure 22-2

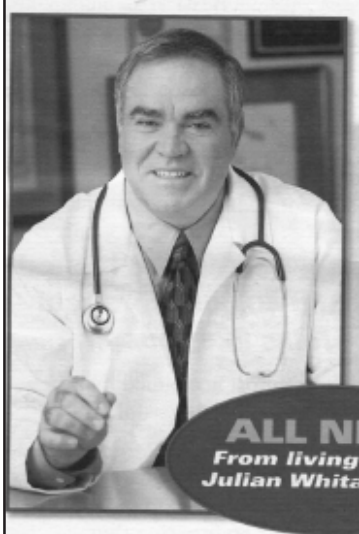
HEALTH & HEALING

$5.95 Fall 2006

IN THIS BRAND NEW ISSUE:

Can glucosamine, chondroitin, calcium, vitamin D and saw palmetto all be...

WORTHLESS?



ALL NEW! From living legend Julian Whitaker, MD

What's with all the new anti-supplement studies? The truth is more alarming than you dreamed..

(FALL 2006)

Have you noticed? Every month, another study discredits another supplement. Glucosamine, chondroitin, saw palmetto—even calcium, for heaven's sake. *All worthless? What's going on here!* For decades, thousands of studies seemed to show these compounds do work. That's why you're buying them! How come, suddenly, all the new studies are pointing the other way?

If you buy or rely on supplements, SEE PAGE 14 IMMEDIATELY!

PLUS: 27 New Breakthroughs from the legendary doctor featured on USA Weekend TV!

NEW! Thousands of bypass candidates—healed! By a secret so simple, it's almost absurd ..... *page 6*

NEW! 14-day stroke cure CONFIRMED! New study at University of Pennsylvania ..... *page 7*

NEW! Before you put mom in a nursing home, take just 30 days. Now look! *No more dementia* ..... *page 8*

NEW! The 20-minute Parkinson's Miracle proven by independent researchers! ..... *page 9*

NEW! Navy SEALs adopt doctor's 4-day pain cure. Want to call *them* a bunch of gullible rubes? ..... *page 10*

NEW! Breast cancer conquered by 2-cent vitamin? NOT a fraud. Scientist won Nobel Prize *twice,* and patients who get it live 6 times longer ..... *page 1*

NEW! Doctor's 99-cent find bests blue pill, even beats testosterone therapy! Proven in two new, peer-reviewed studies. *123% more "rise"* ..... *page 1*

NEW! "Missing link" bone mineral blows away yesterday's calcium formulas, boosting density 14.4%.. *page 1*

AND: Want even *more* proof? **16 FREE GIFTS** *just for checking this out* ..... page 18

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… independent researchers … military/ Navy Seals … Nobel Prize winning scientist … doctors … various forms of specificity (14-day, 20-minute, 2-cent, 123% more, 14.4%).

Look at how these bullets on the cover are "selling" him on reading the inside of the magalog. The first bullet, for example, attempts to get the prospect to go to page 6, so he can learn how anyone with bypass worries can easily be healed.

Then, if you go to Figure 22-3, you can see what's actually on page 6 of the magalog. The entire page focuses on the heart-related benefits of the information product/premium – *Bypass Candidates Healed*. And more proof is offered via case histories, research and documentation. (You'll also see that the "advertorial process" is being used on this page – bonding and teasing the prospect with valuable free information – which we'll talk about more in just a second.)

Another crucial proof element you must always consider is testimonials. You'll want to select testimonials that back up every major benefit you've promised in the copy.

For info products, it's especially important to focus on "results-driven" testimonials versus "satisfaction-driven" ones. We'll explain. When you sell any product (and this is *especially* true with info products) you're going to get two different kinds of testimonials: The first type is when your prospect is just blown away by the quality of the information … how much content you deliver … how superior it is to what everyone else is offering … and so on.

These testimonials are great. They prove that you're delivering fantastic information … and it's important that your prospect believes that this is the case.

But it's not enough. Your prospect also needs to see that real people are *getting the specific results you're promising*. For example, say that you're an efficiency expert selling a product that helps business owners streamline their operations and make more money. To succeed and command a high price point, you usually need to convince prospective clients of two things: a) that by using your product, their businesses will become noticeably more efficient … and b) they'll make much more money by using your product.

And one of the best ways to do this is by offering real testimonials from previous clients – people who explicitly say that you helped give them a specific increase in efficiency, and boost in profits. Clients who say something to the effect of, *"I used John Doe's product for 3 months. My business became*

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Figure 22-3

"YOU'LL DIE IN 3 MONTHS WITHOUT A BYPASS,"

Pauline's specialist pronounced...

But Pauline was annoyed by his godlike manner and smart enough to seek a second opinion. To her doctor's alarm, she consulted a "young upstart" who did some fortune-telling of his own. *This* physician predicted she'd live a long, happy life if she followed his shockingly simple advice, and...

15 years later, Pauline is DOING FINE AT 89!

Now I'll grant you, Pauline's just one patient and her recovery *might* have been luck...

But the doctor who healed her has done it for *thousands of "hopeless" bypass candidates.*

His name, of course, is Dr. Julian Whitaker! And I have to confess, I had trouble selecting just one example to show you. His casebooks are packed with so many, it almost makes your head spin...

Like Arthur E. Brown, who's fit as a fiddle 20 years after canceling his triple bypass...

And thousands more, and that's just counting the coronary patients! As you can see below, he's had equal success treating heart failure, arrhythmia, high blood pressure, stroke damage...

How? I'll tell you, but first let me warn you, the answers may make you laugh! Because the only "drugs" you'll probably need are vitamins, fish oil and vegetable juice. Let me send you all the details of his *new* heart-healing secrets in two brand-new, updated FREE REPORTS, ***Bypass Candidates Healed*** and ***Dr. Whitaker's 14-Day Stroke Fix.*** You'll learn about:

- **His new "crash cure" for clogged arteries** that works in 3 weeks and won't cost you a cent. (Skeptical? Researchers at U.C.L.A. just *proved* it works. Let him show you the details.)
- **How to clear blocked *carotid* arteries** with nothing more dangerous than soy extract! Rosemary and many others could tell you it works

Doctor's 5¢ cholesterol cure

PROVEN! in new clinical studies

Why trade high LDL cholesterol for liver damage? Statin drugs are well-known to attack your liver, and even niacin therapy has its risks. Yet Dr. Whitaker has uncovered an incredibly easy new way to slash your "bad" LDL cholesterol up to 25%—and boost your "good" HDL—with an inexpensive vitamin that *protects* you from liver damage! Let Dr. Whitaker show you the new clinical proof about *Pantethine*. Nothing's cheaper and safer, so why not give it a try? He'll explain how much to take and where to find the right kind. All the facts are in your FREE REPORT, ***BYPASS CANDIDATES HEALED.*** RSVP today!

FROM HEART FAILURE

to perfectly healthy—in weeks!

FDA forced to approve breakthrough

Charmaine was told she had 6 months to live before heart failure finished her off. She was wheelchair-bound, she could barely breathe, and her body was so swollen with edema, the fluid was weeping from her legs.

Yet just 8 weeks after starting Dr. Whitaker's treatment, Charmaine was out walking and shopping!

What did it? Believe it or not, a set of pressurized cuffs! Sort of like giant blood-pressure cuffs, they fit over your arms and legs. Then they squeeze blood from your extremities back to your heart and lungs.

Sound silly? But the effects are so miraculous, that a reluctant FDA was recently forced to approve it. Thanks to Dr. Whitaker, now this therapy is available nationwide and your loved ones can obtain it too. Full details in your free report, ***BYPASS CANDIDATES HEALED.*** RSVP for your FREE REPORTS today!

6

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319% more efficient ... and we made an extra million dollars in profit because of that."

Notice how much more powerful this is than a client saying something like, "The best product on the market!" … or "I couldn't be more satisfied!" Sure, these kinds of statements tell your prospect that people like your product, but they don't *directly prove* to him that he'll get what he wants: a) more efficiency and b) more money.

Simple, right? But you'd be astounded by how few copywriters and business owners actually push their customers to give them these kinds of specific, results-driven testimonials.

Step #4: Clarify Your Offer

Information products are notorious for having more complicated offers, and so it's crucial that you get a grip on your offer very early in the process.

For example, newsletters often provide a monthly publication that's delivered via first-class mail, plus a whole slew of exciting premiums.

But you might be faced with promoting a DVD course … a monthly CD interview series … an e-book … the possibilities are endless.

The key is to get crystal clear on exactly what's being offered … the components of the product … the free gifts … the pricepoint … how it's going to be delivered … whether or not there's a deadline … any pertinent information that must be included in the copy.

You see, knowing this in advance is essential for the success of your copy. For example, if you're making a soft offer – you can be very liberal with the word 'FREE' throughout the copy. You can tell the prospect he can test out the product free for a certain number of days, because it's the truth. He doesn't need to send money upfront.

Here's an example of this:

*****

In a moment, I'll tell you how to claim your FREE trial subscription to *Bottom Line Personal*, plus a FREE copy of our *TOP 20 SECRET REPORTS OF ALL TIME* ... and a FREE volume of our new, 53,000-word blockbuster expose, *THE FORBIDDEN FILES.*

*****

These statements can be made in the copy because it's a soft offer (hence the phrase 'FREE trial subscription') and because the other two items listed are premiums. But there would be no way

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to put this into the copy without perfect clarity on the offer.

The moral of the story is simple: Be sure to find out everything that's included in the product … the premiums/bonuses … what it's going to cost … whether the payment must be paid in advance, in installments or not until he's tried it for 30 days … how it's going to be delivered … and anything else that's offer-related.

Step #5: Figure Out Your Big Selling Idea

The next key step in preparing your info product promotion is to figure out the Big Selling Idea. As you know, this is the central idea that drives your entire promotion – the idea which, once your prospect accepts as true, makes buying your product the easiest, most obvious choice.

Remember, all information products are idea-driven. Sure, they may be practical – they may contain exercises, actions steps, and so on. And sure, they offer him concrete benefits like more money, success in dating, better health and more.

But behind all of these practical benefits and action steps always lies a *core idea* (or set of ideas). Your job is to find the most attractive, most unique, central idea … distill it down to its very essence … and then use it to unify and drive your promotion.

We'll give you an example from one of the best ever writers at this, Gene Schwartz. Obviously, we've talked a lot about Gene in previous chapters – but in no area may it be more fitting to praise than in the field of selling information. You see, Gene was an absolute genius at selling books, courses and newsletters – the dominant types of info products of his day.

And he did so by consistently honing in on the single most powerful idea that the product represented. The idea that would grab the prospect's attention … thrill and excite him … the idea that represented exciting benefits and transformation … the idea that would change his life.

If you look at Figure 22-4, you can see an rather unconventional example. It's far different from most of the examples we've provided to date. It's about a book on Eastern Philosophy, presenting concepts like "detachment from the body" … "universal oneness" … not necessarily the easiest benefits to sell to Westerners!

But Gene found a way. He distilled the core idea into something like this, "If you can break free of your condi-

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Figure 22-4

This book could remove your fear of death forever

It could teach you–for the first time in your existence– *how to be outrageously alive.* Now. Not tomorrow. But now!

About the author: ALAN WATTS

Through his books and lectures, Alan Watts has become known in the United States and abroad as one of the most stimulating and unconventional philosophers of our time. His special interest over the years has been an interpretation of Eastern thought to the West, particularly of Zen Buddhism.

Dr. Watts holds a Master's Degree and an Honorary Doctorate of Divinity. He has been editor, Episcopalian Minister, professor, graduate-school dean, and research fellow of Harvard University.

A prolific writer, Watts wrote his first book, "The Spirit of Zen", at the age of 16. Since then, he has written some 20 others, among them: "The Wisdom of Insecurity", "Myth and Ritual in Christianity", "The Way of Zen", "Nature, Man, and Woman", "This is It", "Psychotherapy East & West" and "The Joyous Cosmology".

Dr. Watts' 500 radio talks and his 20 video-taped lectures have been broadcast across the country. He has been guest lecturer at hundreds of colleges and universities. His interest in the relation of Eastern thought to psychotherapy has led to lectures before many professional groups, including the C. G. Jung Institute in Zurich, and to frequent consultant service to mental hospitals.

— MAIL NO-RISK COUPON TODAY —

Information, Incorporated, Dept. NYS-14
119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Yes, I wish to read *The Book*, by Alan Watts, described in the advertisement above. I am enclosing $5.95. If I do not wish to keep this book after reading it for ten days, I will return it to you for my money back.

It is a book about life and death. How to be alive—now. And how never to die.

It is, however, a completely subversive and dangerous book. It is difficult to read—shattering in its impact—full of strange consequences for you, your family, your job, and your "responsibilities."

Its author, for example, is one of the inspirations of the "Hippie" movement. Had he written this book five hundred years ago, he would have been burned at the stake.

If, therefore, you are satisfied with your life as it is now . . . if you feel that you are alive enough now, that you gain enough satisfaction and meaning out of each day now . . . if you do not want to discuss or confront the question of death—then please turn away from this page now. The rest of this ad will simply be confusing and destructive for you.

Now, for those of you who remain, let us look at the universe through entirely different eyes:

This book says that Western Society has tricked you—INTO BELIEVING THAT YOU ARE A PRISONER IN A BAG OF SKIN!

This book assumes that you are a normal American man or woman. In other words, that you are a member of our modern Western Society.

As such, it says, you have been condemned at birth to spend your entire life in the shadow of impossible—and essentially ridiculous—definitions of yourself that say this:

That you are nothing more than a walking bag of skin—filled with a mind, personality, and perhaps (though no one can prove it) a soul. Therefore, that you are born—live—struggle—suffer—build—love—and all the rest, *only to die.* To vanish. To disappear into the same nothingness you came from.

That—if you no longer accept the old Western idea of a heaven and a hell—once you die, you are simply gone. That death is like being buried alive forever—no more friends, no more sunlight or birdsong, no more love or laughter. Only darkness without end.

And that all humans live and die in this terrible loneliness. Each of us is irrevocably cut off from the other—separated and alone—with even love as only a flicker of light in aeons of darkness. Cast adrift in a hostile universe—which itself will probably end in eternal darkness.

This, then, is the modern Western view. And, again, *this book says it is ridiculous.*

Let us turn it upside down. Let us see how the universe looks through the other end of the telescope:

This book gives you a new you. It takes away your bag of skin, and gives you the whole universe as your body.

This book says that the greatest problem you will ever face is how to *get over* this illusion of being "locked out" from the universe . . . of being nothing more than "yourself" . . . of living your entire life in "unavoidable conflict and competition" with

For four thousand years, these ideas have been considered insanity by the West. For four thousand years, they have been considered the deepest possible truth by the East. This book says that the Western attitude is now bankrupt—that it has failed to work. *And it is now time for you to try these thoughts from the East . . . to enter this new domain of experience and vision and feeling.*

This book is too rich with beauty and meaning to compel you to buy it, to enjoy it. Therefore, we will let it speak for itself at this point.

Again, this book is not easy. These insights will seem incredibly strange to you at first. But if you stay with them—and especially if you allow these thoughts to sink into your mind, and gradually begin to take on new meanings as they interact with your everyday life—then you will discover gems like these on almost every page:

. . . How is it possible that a being with such sensitive jewels as the eyes, such enchanted musical instruments as the ears, such a fabulous arabesque of nerves as the brain, can experience itself as anything less than a god? How is it conceivable that this incarnation of all eternity can be bored with being? . . .

. . . We do not come into the world; we come out of it, as leaves from a tree. As the ocean "waves", so the universe "peoples". . . .

. . . There is no separate "you" to get something out of the universe, as though it were a bank to be robbed. The only real "you" is the one that comes and goes, manifests itself and withdraws itself in and as every living being . . .

. . . What we therefore see as "death", empty space or nothingness is only the trough between the crests of this endless waving ocean of life . . . This corpse is like a footprint or echo—the dissolving trace of something which you have ceased to do . . .

. . . When the line between yourself and what happens to you is dissolved, you find yourself not in the world, but as the world . . . There is a feeling of hills lifting you as you climb them, of air breathing yourself in and out of your lungs. All space becomes your mind . . .

. . . Life, therefore, is, at root, playing. But a form of play that is not trivial at all—like Rachmaninoff "playing" the piano . . .

How to make more than a merely PHONEY response to life.

These, then, are the kind of words and thoughts you are going to encounter in this book. *But one last point must be stressed again:*

This is not only a volume of philosophy as beautiful it might almost be called poetry—*it is also a handbook for mental and emotional rebellion.* It is meant for the type of human being who is today almost incapable of living in the present; who continually barters away his or her life for a succession of "tomorrows".

This, then—above everything else, is a text

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tioning, you will no longer fear death – and you can feel outrageously alive TODAY." He positioned it as a sort of rebellion and you can see this in the final few paragraphs:

*****

> This is not only a volume of philosophy so beautiful it might be called poetry – it is also a handbook for mental and emotional rebellion … This then – above everything else – is a textbook on how to get out of the rat-race, today. It is, to repeat again, completely subversive. It says quite bluntly that there is no future: only a succession of presents that are too precious to be thrown away. That the prime rule of life is to live; not wait. That you must do what you do to be doing it. That you must make your life – *now* – a series of ends, not means.
>
> And it shows you how to do this, quite vividly.

*****

Let us also remind you, that while we have not read this book, we can virtually guarantee that it's fairly dry and boring. But Gene found a way to draw out the core idea, and then make it sexy for the prospects this ad was going to.

So in considering the Big Selling Idea of your info product, ask yourself …

» **Knowing the chief benefits of this** product and what they mean to the prospect – *what's the single most powerful idea this product represents?* In other words, what core idea – once embraced by the prospect – makes these chief benefits possible?

» Will this resonate powerfully with the prospect? Will he quickly recognize it as transformative and life-changing?

» Does it truly stand out, separating you from competitors selling similar information?

Once you have your Big Selling Idea figured out, you're ready to move to …

Step #6: Select a Theme and Lead Approach

As we've discussed in the past, your theme is how you *showcase* your Big Selling Idea. For example, maybe your idea is well suited to a story-based approach. Or maybe your central idea extends from something that's been in the news. In that case, you'd use the topically-driven theme.

The main theme/lead approaches we covered earlier in this course are …

Conspiracy – When your Big Selling Idea is subversive in nature, when the focus is something "they" don't want your prospect to know …

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Big Benefit – Your approach centers around the powerful, unique benefit being offered to your prospect …

Proposition – If your Big Selling Idea is simple and your offer is much stronger than the competition, than just leading with "give me this … I'll give you that" kind of proposition can work best …

Dominant Emotion – When your core idea triggers ultra-powerful emotions in your prospect – such as anger, betrayal, fear or anything else – then this is often the best approach to take …

Intrigue – Other times, your idea will be so fascinating that you simply lead with an intriguing statement and explanation (one example we've covered before is Parris Lampropoulos' famous headline, How Doctors Stay Well While Treating Sick People All Day) …

Testimonial – Just like the famous example of the Jared/Subway commercials, your theme can be all about the miraculous success of a happy customer. In this case, the customer's amazing experience symbolizes the idea of transformation and benefit …

Story – Use this when the story behind the creation of your product (or the story about the impact your product is having on people) is especially engaging …

Topical – When there's a powerful current event surrounding your product and your Big Selling Idea focuses on that, use this approach …

For example. On Figure 22-5, you'll see the lead copy for a promotion that uses the Conspiracy theme approach. If you could read a little further in the promotion, you'd see the Big Selling Idea is the combination of the problem and the solution:

*****

> Because of an old, tired, and extremely ineffective way of investing. One that's making "industry professionals" richer by the day, while siphoning off a big portion of your returns. (Up to a full 80% over your investing life, as you'll see in just a moment.)
>
> It's the crime of the century, but not one punishable by law.

*****

So that's the problem. The solution, of course, is the <u>new</u> way of investing (offered at the end of the promotion) that's subversive and wildly effective. It allows investors to rake in a completely safe 22.8% on their money, year in and year out.

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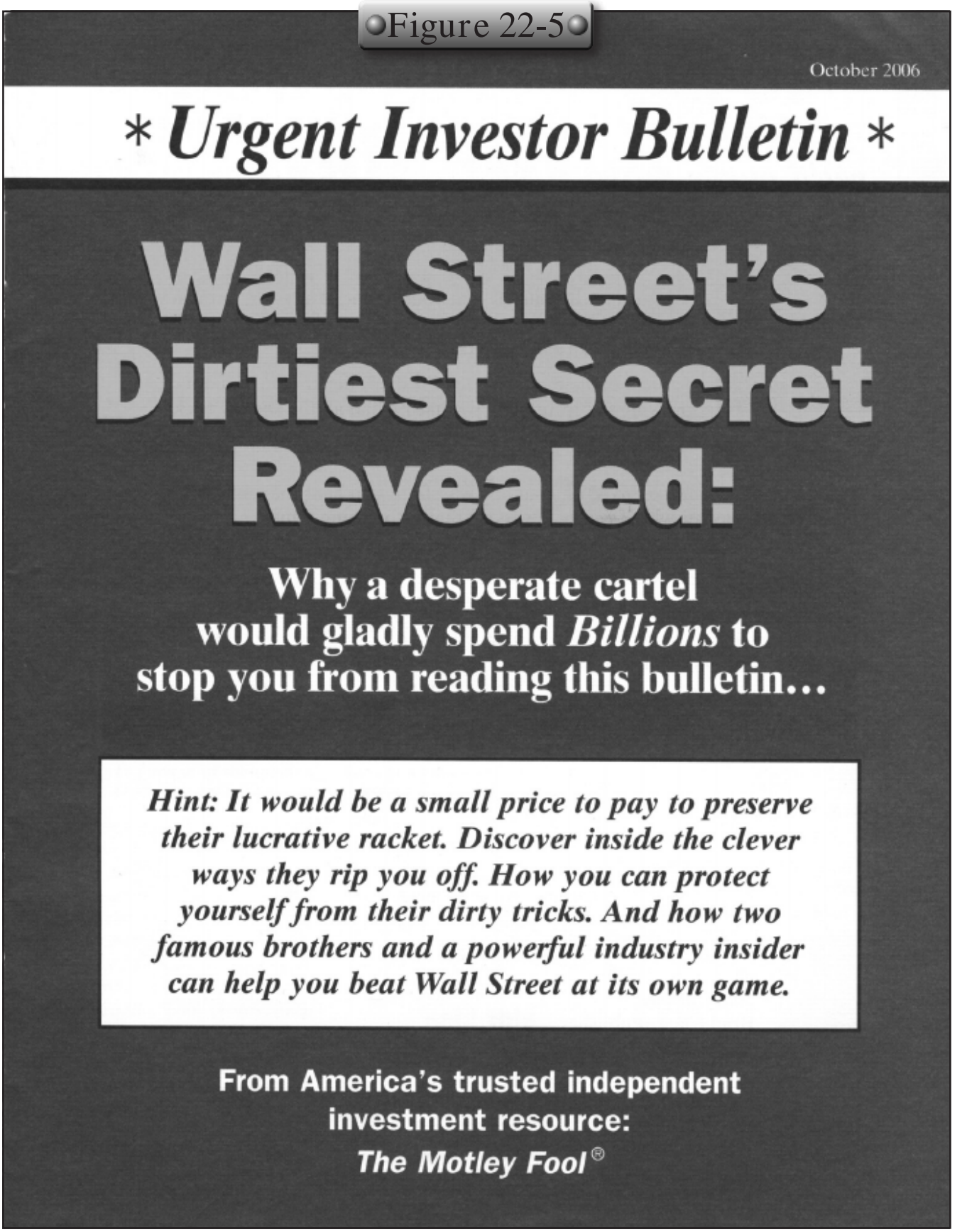
Figure 22-5


October 2006
* Urgent Investor Bulletin *
Wall Street's Dirtiest Secret Revealed:
Why a desperate cartel would gladly spend Billions to stop you from reading this bulletin…
Hint: It would be a small price to pay to preserve their lucrative racket. Discover inside the clever ways they rip you off. How you can protect yourself from their dirty tricks. And how two famous brothers and a powerful industry insider can help you beat Wall Street at its own game.
From America's trusted independent investment resource:
The Motley Fool®

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That's how the conspiracy theme works. It builds up the enemy (the problem), the injustice being perpetrated against the prospect … and then promises a powerful new solution.

The point of this is simple: When you've clarified your Big Selling Idea, and you've matched it to the right theme approach, it becomes much easier to structure and lead off your promotion. That's because each theme approach has set guidelines that stay constant – helping you to know exactly what to include (and exclude) from your copy …

Step #7: Outline Your Sales Argument

At this stage, you know quite a bit. You've thoroughly researched your info product, your prospect and the market you're selling into … the benefits your information brings to his life … the proof … your offer … the core idea represented by your product … and the theme you're going to use.

Now you've got to outline your main points. How do you do this? Simple: If you've gone through the previous steps, you've *already* internalized virtually everything you need to know.

Next, imagine you're sitting face to face with your prospect. He's willing to hear about your product – and it's your job to convince him that he should buy it. What would you say to him? What would your sales pitch sound like? What would you say first? Second? Third?

Just let it flow. Make your argument, uncensored. Once you've got it out on the page, you can go back and reorder it for logic and clarity. Some people like to get into their "selling mode" and just write freely at this point, delivering the full pitch for the product … including everything they can think of.

But that's totally unnecessary. Another choice is to simply create a "bare bones" list of points, something like this …

*****

1. Did you know that you're getting ripped off on virtually *everything* you buy right now? It's true: You can save tons of money – up to 90% – on just about anything you're currently buying!
2. In fact, many industry "insiders" and savvy wealthy know these money-saving secrets, they just don't tell you about it.
3. It gets worse: Almost every industry takes advantage of the fact that you don't know how to get

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the discounts and free stuff you're entitled to. They intentionally capitalize on your ignorance!

4. But now that's all about to change. I've spent the last 20 years rigorously researching everything the wealthiest, sneakiest "insiders" know to live large, while paying up to 90% less than everyone else.

5. These are the secrets that will allow you to save a fortune on … airfare … music … clothes … a new home … appliances … furniture … medical costs … and so much more.

6. I've put all these secrets into a single, 352-page book that lays out everything you need to know to begin saving money today. Everything is listed out in clear, step-by-step detail with all the phone numbers, websites, and contact info you need.

7. Best of all, you can see this book without investing a single penny. That's right – send no money now! Just mail back the RSVP card, and we'll rush you your copy. Then, and ONLY if you're absolutely thrilled with the money you save, we'll bill you in three easy installments of $9.99.

*****

This is a real product – *The Bottom Line Bargain Book*. Do you see how this is a simple, "1-2-3" argument for why the prospect should buy the product? It's this kind of argument that you can use to structure your copy. It tells you exactly what to say first … second … third … all the way until it's time for your prospect to place his order.

With this ready, you can finally begin to think about the valuable free information you're going to provide in the copy …

Step #8: Write Your Lead and Body Copy, Giving Him Valuable Free Information

Times have changed. With more and more exposure to advertising, prospects can spot a typical "sales letter" a mile away. This puts a HUGE burden on your copy to be good, to make him want what you're offering so much … so much that he's willing to tolerate your blatant attempt to sell him.

Oh, but there IS a way to make your life easier! A way to sell information products with only a fraction of the resistance you'd normally encounter.

And the secret is this: *Bribe him for his time.* Give him powerful FREE INFORMATION – information he can use

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right now to improve his life and get whatever benefit he seeks. When you do this, you give him a powerful reason to be pitched. To invest his time and energy in reading what you have to say.

This one act accomplishes so many things: 1) It shows him that you're generous, you're not just out to make a quick buck – you actually *care* about his success … 2) This, in turn, creates a bond and relationship with him … 3) You "sample" what you have to offer, essentially *proving* that you're capable of helping him … 4) You make your copy more interesting and beneficial to read, in other words – it becomes much more *instantly gratifying* to your prospect … and much, much more.

Very few successful promotions are mailed these days that don't use this process to some degree. And many Internet marketers have come to realize that "content is king" – if they want their prospect's attention to be high, they must *earn* that attention by giving quality, life-changing information away … for FREE.

But how do you know what information to feature? And how to you seamlessly go from giving your prospect free information … to pitching your actual product … without ruining the good will you've created?

These things are easier said than done. There truly is an art to giving your prospect the right free information. If you fail … if you provide him with stuff that he's simply not interested in … he won't read … and he won't buy.

In this sense, what you give him for free in your copy (and often in your overall marketing campaigns) will be a direct extension of the previous steps we've covered. You're going to tailor your free information to exactly what he wants … it's got to be something of incredible benefit to him. And it's got to fit in perfectly with your Big Selling Idea and theme approach.

We'll give you a simple example, then we'll move on to some more in-depth possibilities. *Bottom Line Retirement* is a newsletter sold to folks in their 50's, 60's and 70's. The copywriter with the control (at the time of this writing, it's Parris Lampropoulos) understands that he must give the prospect something very valuable early on, to win his trust and get him to keep reading. Here's the very first sidebar Parris offers up:

*****

The Most Dangerous Time of the Year to Be in the Hospital

The worst months to be in the hospital are July and August.

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Reason: New residents – fresh out of medical school – begin their residencies on July 1st. And to make matters worse, many of the senior doctors are on vacation during this time!

Bottom line: Wait until the fall to have any medical tests or nonemergency surgery. By then, the more experienced doctors will be back … and the residents will have had time to adapt to their new duties.

*****

See how that works? No pitching, just very valuable free information that perfectly fits with this prospect, his thoughts, desires, hopes and fears. Here's a slightly longer example:

*****

How Sunscreen Can Cause
Skin Cancer:

For years we've been told to stay out of the sun and use sun screen to avoid skin cancer. But since the invention of sun screen years ago, skin cancer rates in the U.S. have gone up, not down. Doctors can't explain this. Nor can they explain why the incidence of skin cancer in tropical countries (where the sun's rays are strongest) is extremely low.

The explanation is simple: Sunshine isn't bad, we really need it. Besides being our main source of vitamin D (a potent anti-cancer fighter) sunshine causes your body to produce melanin, your natural protector against skin cancer.

Melanin is the pigment responsible for turning your skin brown when you tan. Using sunscreen blocks the production of melanin, and deprives your skin of this protective ability. That's why skin cancer has been on the rise in this country, despite the wide use of sunscreen.

Now scientists have uncovered another problem. Sunscreen itself may even cause cancer. Five chemicals commonly used in sunscreens have been found to behave like estrogens and stimulate tumor growth and the spread of cancer cells.

My advice: It'll be a while before health officials get wind of this. Even longer before they take action. Until then, there's a better way to protect yourself: Make your own sunscreen from vitamin C powder (ascorbic

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acid). It protects the skin from both UV-B and UV-A damage, while actually making it healthier. Simply mix the powder, which is widely available, with water or some form of cream and apply it to your skin. Reapply after 30 to 60 minutes.

*****

Notice how this section of copy is COMPLETELY revealing. It hides nothing and gives the prospect very valuable information and advice that he can begin using immediately. This is from a promotion for Dr. Dave Williams – one of Healthy Directions hottest doctors – and you can see how it strengthens his position as someone who cares about his readers. And someone who's willing to take a stand against misinformation.

One of the most popular and profitable applications of this principle happens in Internet marketing campaigns. You can create a valuable free report – like Rich Schefren did with his *Internet Marketing Manifesto* (www.strategiprofits.com/manifesto) – and then give it away to anyone who opts into your list. Rich's report was groundbreaking at the time, loaded with powerful information about how most marketers on the Web were not thinking like true business people. They were thinking like high-paid employees.

And as a result, they were tired … overworked … and making only a pathetic fraction of the money they truly deserved. But he had the solution – a new mindset and system that would help streamline and re-prioritize everything from the top down … allowing them to work much less and add a fortune to their bottom line.

They could learn all of this – the new mindset, the principles and much of the techniques in the report. But if they REALLY wanted to get the full experience, that could only be delivered via a high-priced coaching program. Rich made millions leading off with this powerful piece of free information (his *Marketing Manifesto*), and he's done it more than once. In fact, nearly all the gurus … from Mike Filsaime … to Jeff Walker … to Frank Kern … all use the process of giving away free information to 'prime' prospects for their marketing/sales efforts.

Also, this isn't just relegated to writing. You can give away valuable free videos, audio files, teleseminars and more.

To sum things up: When evaluating the quality of your information, ask yourself the following questions …

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» Is this information SURE to grab my prospect's attention? Is it news or "buzzworthy"?

» Does it help him to solve an urgent problem he's facing? Does it offer (or begin to offer) him the strongest benefits he seeks?

» Is it content that he'd gladly pay for, but is now getting for free?

» Does it psychologically prepare him to buy my product? (In other words, it must – through the power of your argument – instill a strong desire for a solution, the one which you'll be offering.)

If you can honestly answer "yes" to all these questions, the chances of your free information resonating with him are strong.

Step #9: Make the Transition from "Free" to Telling Him It's Time to Buy Something

You might be wondering – at which point do you make the switch and begin "selling" your prospect? Because you're in business – you can't just offer everything for free! Eventually you need to make money.

This is true, you can't keep your sales pitch hidden forever. You've gotta make the transition from free information to selling your paid product and the specific action you want him to take.

The simplest answer to the dilemma is this: *Start slowly.*

Begin by giving him some free information and then tell him there's more where that came from. As amazing as it seems, you've only given him a "taste" of what you have to offer. And the rest will be available in the brand new product you've created.

Unfortunately, there's no exact formula for you to follow. How you do this will totally depend on your product and format. Here are some of the scenarios …

» In a landing page, you may fortify your lead copy with interesting or useful information. Frank Kern does this exceptionally well in his Mass Control sales letter: www.masscontrolsyndicate.com. Notice the stories and tips he gives in the first half of the sales letter …

» In a magalog, you'd provide highly useful sidebars – like the *Bottom Line Retirement* and Dr. Williams examples we saw earlier – with most of them coming in the beginning of the promotion …

» In a campaign or product launch, you'd make sure your initial reports and e-mails were filled with

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actionable information (just like Rich's *Marketing Manifesto*) …

Makes sense right?

With each powerful new piece of information, you whet his appetite with useful, actionable insights and then you promise even more inside the upcoming product.

As your ad progresses, it becomes clear to your prospect that – in order to get ALL of the amazing information you have to offer – along with all the life-changing benefits that come with it – he's got to actually buy your product. This is where money comes in. And honestly, this is the critical moment where readers are either converted to buyers or hit the road.

The good news is, if you've done a stand-up job, you've got lots of momentum going in the right direction. Even as your prospect realizes he's being sold, he's having so much fun and is so engrossed in the emotions and benefits he's experiencing – he wants to keep reading and consider ordering.

Step # 10: Use Bullets to Thoroughly Whet His Appetite

You already know the importance of giving away free information. But a big part of this process is raising your skirt a little and *almost* giving away free information. This is seduction at its finest. This is where you give your prospect just enough to pique his interest and get his juices flowing, but still hold the final answer back.

Your goal in teasing him like this is ultimately to get him so curious and hot for the answer to what you're describing, that he's ready to whip out his wallet just to find out.

If you've been writing copy for a while, you'll recognize that this is the psychology you employ with your bullets. Bullets are a staple in the process of selling information, because they tease and tantalize your prospect into wanting more. They send his curiosity through the roof, giving him a burning feeling that can only be quenched through buying your product.

Although we've covered bullets extensively in Chapter 16, let's quickly go through the difference between a regular bullet and a "blind" bullet. We'll illustrate by example …

A "regular" bullet gives away the full secret – it tells all and holds nothing back. Here's what one looks like:

*****

» **Worried about the health and** suppleness of your skin? JAMA research shows that 8oz per day

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of blueberries can neutralize age-causing free radicals – leaving you with younger, more beautiful skin!

*****

See how the reader can take immediate action on this information. It's a great way to provide value in exchange for his reading time. He usually appreciates this kind gesture and trusts you more because of it.

But there are also some serious limitations here. Because everything's been revealed, there's very little mystery, allure, or intrigue. He thinks, "Okay, 8oz of blueberries every day. Great. What next?" He has what he needs and can forget about it. There's no building of desire or urgency to know more.

On the other hand, you always have the option of making any of your bullets "blind." The term "blind" is used because the reader cannot totally SEE or KNOW what you're talking about. He can have an idea or a guess – but he won't know for sure. He's left in the dark.

Here's how the very same bullet above would look if you made it blind:

*****

» **Worried about the health and** suppleness of your skin? JAMA research shows that 8oz per day of this delicious, supermarket food can neutralize age-causing free radicals – leaving you with younger, more beautiful skin! See page 19 for the full details.

*****

See the difference? Imagine you're a prospect reading through each of them. You'd have a totally different experience – right? After the first one, you'd be grateful to have received the information and maybe even eager to start eating blueberries each day.

But after reading the second bullet, you'd be very curious to find out what this food is. And you'd have more of a desire to buy the book so you can find out.

(If you look on Figure 22-6, you'll see an entire page of excellent blind bullets and how they're used to "preview" the information product you're selling.)

Step # 11: Carefully Scan Your Product and Write TONS of Blind Bullets

By now you understand why it's absolutely crucial for you to fortify your copy with a heavy dose of "blind" bullets and teaser copy. This allows you to build up the value of the information you're trying to sell – whether it's

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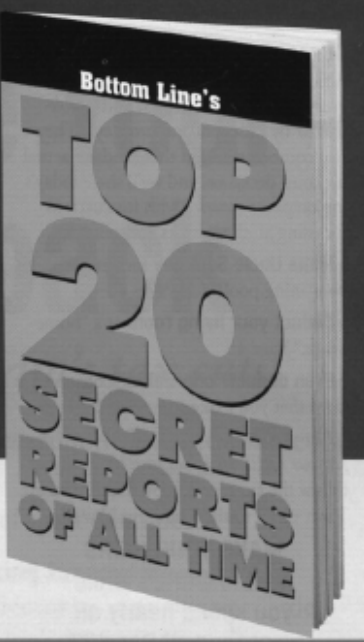
Figure 22-6

Take all 20 FREE...*with no obligation ever!*

Bottom Line's TOP 20 SECRET REPORTS OF ALL TIME

The Ultimate Edition

NEW! *For the first time ever, we've brought together our* **TOP 20 SECRET REPORTS OF ALL TIME** *in one blockbuster volume...*



JUST RSVP RIGHT NOW *to glimpse the 20 greatest secrets to wealth, health and happiness ever uncovered by* **BOTTOM LINE/Personal,** *FREE!*

FREE #1:
Turn Your Lunch Money into MILLIONS. How Wall Street insiders are secretly turning pocket change into enormous wealth, in *any* market. Shockingly easy, quick and UN-risky!

FREE #2:
Clean Your Arteries INSTANTLY. Easy, proven techniques to clear completely blocked arteries in as little as 30 minutes... and cut your cholesterol by a hundred points or more, in 2 weeks!

FREE #3:
What the IRS Hopes You Never Learn. How to avoid audits, escape tax traps that cost others tens of thousands of dollars, and slash your taxes to an almost laughable minimum, LEGALLY.

FREE #4:
"Impossible" Instant Cures That WORK. Clear up your most stubborn health problems in days, hours or minutes — without drugs or surgery! "Impossibly" quick solutions that are *proven.*

FREE #5:
Make Your Heirs Millionaires. The ultimate estate plan. Pay zero death tax *and* multiply every dollar you bequeath by a huge amount. Make your heirs up to *76 times richer* than they'd be otherwise.

FREE #6:
Lawyers for Everyone. Never get taken again! Now it costs you NOTHING to get the world's best legal advice.

FREE #7:
The Natural Hypertension Cure. That's right, we said CURE. After using this natural breakthrough for just 8 weeks, many sufferers could stop using it! *High blood pressure fixed forever.*

FREE #8:
Freebies for Seniors. Why pay even the lowest rates for hotel rooms, when you're entitled to FREE lodging all over the world? That's just one of these phenomenal new, secret FREEBIES!

FREE #9:
Cheat Cancer Forever, for Real. Top natural *and* mainstream doctors confirm these "impossible" breakthroughs really can immunize you to cancer...erase chemotherapy side effects...even vaporize deadly tumors *in an hour.*

FREE #10:
World's Top Retirement Edens. Escape to your dream home and live in luxury for *less than half* of what you're spending now to scrape by! It really is possible in these secret new "sweet spots."

FREE #11:
True New ARTHRITIS ERASERS. Glucosamine's fine, but now you can do way, *way* better. These new breakthroughs *cure* virtually every symptom — and prevent arthritis from ever coming back.

ALL YOURS FREE, *just for mailing the Claim Card facing this page!*

FREE #12:
Foil Identity Theft. Don't let identity thieves steal your soul! The damage can cost you hundreds of thousands of dollars, and the crime rate has doubled in just 12 months. This powerful information is available FREE.

FREE #13:
The Astonishing Osteoporosis Cure. Why settle for simply slowing it down, when you can reverse the damage and erase the pain practically *overnight?* Calcium alone can't do it, but these new breakthroughs can.

FREE #14:
Stay Out of the Nursing Home! Insurance salesmen tell you *everyone* must end their days in a nursing home. But this easy program from a team of acclaimed MDs virtually assures *you'll* never need to.

FREE #15:
New Brains in a Bottle. Herbs like ginkgo may help memory a bit, but these amazing *new* breakthroughs do far more. Proven to boost brainpower dramatically for people of *all* ages.

FREE #16:
Super New Stress-Busters. Modern stress has been linked to chronic fatigue, cancer, heart disease and more. Make it vanish and surge with new energy in 5 minutes or less — drug-free!

FREE #17:
True Age Reversal. What used to be wishful thinking is now proven science — but watch out for widely hyped frauds! Our medical team of natural *and* mainstream doctors shows you the rare, *real* age-reversers.

FREE #18:
Better Than HRT. You *don't* have to take risky hormones to avoid *all* menopausal symptoms. Your ultimate guide to managing menopause without raising your cancer risk.

FREE #19:
Bulletproof Your Prostate. It's NOT impossible to relieve benign prostate swelling permanently, in a matter of *hours*... make your PSA test far more accurate... cut your prostate cancer risk with a secret that can even *reverse* early-stage tumors. Here's how!

FREE #20:
Boost Your Retirement Income NOW. It's *never* too late! If your nest egg was pummeled in recent bear markets, learn how to increase your monthly income up to 68% virtually *overnight.*

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health secrets, hand-picked investments ready to soar, marketing tactics that can change your prospect's business overnight – WITHOUT revealing what the secret actually is. It's how you strengthen and sharpen his desire for your product.

Fail to do this significantly enough, and he won't have enough push or urgency to make a purchase decision. But do it right, and it'll be hard for him to sleep at night UNTIL he orders your product! That's exactly where you want him to be.

So how do you go from the information inside your product – *to writing the actual bullet itself?* Glad you asked!

Let's walk through some real-life examples, to see how the masters do it. If you go to Figure 22-7, you'll see a page for a promotion for a Boardroom product called *The Big Black Book*. There's a long series of blind bullets, which we'll go through one by one. This way, you can see how the writer went from the actual information to the bullet itself.

We'll start with the first bullet after "some examples" – with the statement "Nature's Weight Loss Pill."

Here's the book text the copywriter used to create this bullet …

Solution: Supplements of natural chromium picolinate. I recommend 200 micrograms (mcg) – three times a day, with meals – for any overweight adult, especially those who crave sweets or who have a blood sugar or cholesterol/ triglyceride problem.

Here's the text used for the "Miraculous Cabbage" bullet:

Cabbage Leaves for Arthritic Joints

Cabbage leaves contain powerful anti-inflammatory compounds. Applied to arthritic joints, these compounds are remarkably effective at relieving both pain and swelling.

Here's the book text for the next bullet, "Nature's Best Cancer Blocker?"

Eat Tomatoes – Fight Cancer

Eating tomatoes cuts risk not only of prostate cancer, but also of cancers of the lung, stomach and cervix. Preliminary evidence suggests that eating tomatoes also helps prevent cancers of the pancreas, colon, rectum, esophagus, mouth, and breast. In 57 of 72 studies, tomatoes and tomato-based products, such as pasta sauce, were found to have anticancer properties.

This is the book text used for the "Lower Your Cholesterol Count" bullet:

Lower Cholesterol With Peanuts

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Figure 22-7

The Medical Establishment Doesn't Want You To Know About These FREE Cures!

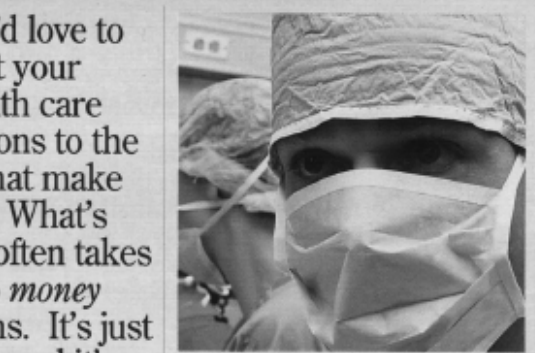
Why? Because they'll make you too darn smart and too darn healthy...and these cures cost next to nothing!

They'd love to limit your health care options to the treatments that make them richer. What's best for you often takes a backseat to *money* considerations. It's just outrageous—and it's got to stop!

THE BIG BLACK BOOK protects you by revealing the near-miraculous and new discoveries that doctors and drug companies are keeping from you.

Some examples:

- **Nature's Weight-Loss Pill.** Builds muscle. Ends cravings. Page 84
- **The Miraculous Cabbage-Leaf Cure For Arthritis Pain.** Works better than drugs and you don't have to eat it. All you have to do is see page 60.
- **Nature's Best Cancer-Blocker?** *Tomatoes!* Page 86
- **Lower Your Cholesterol Count With *Peanuts*.** How to snack away your cholesterol problem. What your doctor never told you, page 87.



- **Why Online Medical Advice Can Be *Hazardous* To Your Health.** Page 90
- **Dangerous Lies On Food Labels.** It says "salt-free"—but it's often packed with sodium. How to tell, page 72.
- **Hidden Risks Of LASIK Eye Surgery.** What you must know before you go. Page 102
- **Irritable Bowel Syndrome?** *This 2-week remedy can bring relief for a lifetime.* New relief for the pain...and you'll have less gas, too! Details, page 104.
- **New Baldness Cure For Men.** Actually restores your *natural hair* where it's needed most. Details, page 128.
- **New Treatments That Make Varicose Veins Vanish.** Learn to live with them? *Baloney.* See page 118.
- **Get Instant Leg Cramp Relief By Pinching Your Lip!** Details, page 110.

- **Hands-Down Best Exercise Machine You Can Buy.** (NOT one of those fancy ski trainers or TV gadgets!) Page 55
- **Hidden Health Hazards Of Hot Tubs.** What the manufacturers don't want you to know. See page 64.
- **Foods That Fight The Effect Of Stress On Your Body.** What to eat when the pressure's on. Page 75
- **Vitamin E And Alzheimer's?** Significant new research. Details, page 120.

- **Common Sinus Remedies That Do More Harm Than Good.** What the drug companies don't want you to know. Page 108
- **New Connection Between Smoking And Impotence.** New research reveals another good reason to stop. Page 114

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Peanuts may be heart-healthy after all. Health-conscious individuals have long shunned the nuts because of their high fat content. New finding: Levels of LDL (bad) cholesterol and triglycerides were lower among healthy men and women who regularly ate peanuts, peanut butter or peanut oil than among people who ate a low-fat diet but didn't eat peanut products.

The "Online Medical Advice" bullet:

Beware of Online Medical Information

Online medical information can be hazardous to your health – and life. A review of information on the World Wide Web about childhood diarrhea – a potentially life-threatening condition – found that many recommendations were dangerous. And misinformation was found even on sites of major academic medical centers.

The "Dangerous Lies" bullet:

Beware the "Salt-Free" Label

Absence of the word "salt" on a list of ingredients does not necessarily guarantee that the product is salt-free. Other "salty" substances commonly used in food preparations include brine, disodium phosphate, sodium glutamate, baking powder and baking soda.

The "Hidden Risks" bullet:

Important Facts About Laser Eye Surgery

LASIK laser surgery to correct nearsightedness requires a highly experienced eye surgeon to minimize complications.

LASIK corrects nearsightedness by using a laser beam to remove a thin layer of tissue from cornea to flatten it. A study of 574 patients who had LASIK found that complications occurred about 5% of the time, and serious vision loss in three cases. Complications were more frequent when the operation was performed by inexperienced surgeons.

The "Irritable Bowel" bullet:

Irritable Bowel Relief

Irritable-bowel syndrome (IBS) patients often get marked relief simply by following a restricted diet.

IBS patients often complain that certain foods trigger stomach pain, fatigue, diarrhea and constipation.

Patients reported improvements in each symptom after two weeks on a diet that included beef and all cereals except rice … replaced dairy products with soy-based products … and reduced consumption of citrus fruits, caffeinated drinks, tap water and yeast.

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Bonus: The patients produced less gas while on the diet.

Starting to see how it works? It's not magic, and some of these bullets are very simple. It's just a matter of reframing or rewriting the information in the most intriguing possible way.

One of the Most Important Bullet-Writing Exercises You Can Ever Do

Going through these examples reveals a very important exercise – something sure to transform your bullet writing forever.

It's simply this. Go to the following website: www.boardroom.com. Click on the "books" link, so that you're taken to their store. Buy one of the books that interests you.

Why do this? Because it will get you put on their mailing list(s). Soon, you'll be getting promotions for their other books. When that happens, we want you to buy some of the books that you get promotions for. Usually, these promotions will be big tabloids with lots of bullets and fascinations inside.

The beauty of this is that this copy will often have been written by some of the very best copywriters in the world (who also happen to be some of the best bullet writers in the world!). We're talking about guys Arthur Johnson, Parris Lampropoulos, David Deustch and a couple others.

Now here's the fun part. Make sure you save the promotions that prompted you to buy the Boardroom books. When the books arrive, take out the promotions.

Your job is to go through the copy – bullet by bullet – and see how the writer took information within the book … and then wrote the bullets in the promotion. This is very similar to the examples we went through earlier. All you do is simply look up the page numbers listed after the bullet, go to that page in the book and make the connection.

The more you do this, the more you'll sharpen your ability to take what would normally seem like boring or common information, and then spin it into an intriguing bullet.

Now It's Time to Go Through YOUR Product

Now that you understand this process of going from the product to the bullets, it's time to take your product out. How you do this will depend very much on the type of product you're promoting.

For example, if you're giving away information-driven premiums, you'll

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go through the premium itself and pick the most interesting little tidbits you can find. Then you'll write a bullet for each thing you find, making each as fascinating as humanly possible. Just like you saw with the examples we've provided in this chapter.

If you're selling CDs, you'll need to listen to it and then hit 'pause' each time you hear something interesting …

And the same goes with DVDs – just hit 'pause' when you come across an intriguing fact or statement and then write your bullet accordingly …

With books, we've already been through the process – just go through it page-by-page and look for the most unique, or useful pieces of information you can find …

… and then write your bullet!

Your goal in doing this is to write many, many more bullets than you can possibly use. A good rule of thumb is to write seven times more than you need. So if you believe you're going to need 50 bullets in your sales letter, then you write 350 and select only the finest.

Once you master this process, it becomes so natural for you. You can quickly go through virtually any kind of info product and then quickly write bullet after bullet for whatever piece of information catches your attention.

At the end of the process, you should have a whole bunch of irresistible bullets that intensify your prospect's desire for your product. That gets you ready …

Step # 12: Place Your Bullets At the Right Places In Your Promotion

Okay, so you've got the brunt of your copywriting promotion written. All the foundational stuff. And now, you've just gone through your product and written a bunch of killer bullets.

The most common placement for your bullets is what you often see on the Internet. This is the typical sales letter with a headline … deck copy … a lead and intro storyline … the product is introduced … and then the copy offers to give you a "taste" of what will be found in the information product you're selling.

This "taste" is then a long series of bullets, teasing the reader about what he'll find in the product. You must have encountered this many, many times on the Internet. When these bullets are really good, your desire for the product is intensified to the point where he's compelled to buy.

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If you're writing a direct mail promotion – or a much nicer looking Internet promotion – you can use sidebars and the running text to give your promotion visual variety, making the reading easier and more interesting. For a great example of this, just look on Figure 22-8.

If you're using bullets on an e-mail or a squeeze page, your job will be to select the best ones and then feature them at the most logical point in the copy. Since that varies with your product and promotion, where you ultimately place them will be up to you and your expert judgment.

Now It's Time to Take the Next Step

While some of this chapter has been review, it's important you understand how things change when writing for information products. By using these secrets you'll *be able to sell information products better than ever.*

If you'd like to write dramatically better promotions for info products, beyond what's known by 90-95% of the copywriters out there … then just put these steps to work. It's that easy.

Focus on leading with the most attractive possible free information … write kick-butt bullets and select the very best ones … and then wrap up the copy as best you can.

The more you do this, the more you'll attract amazing opportunities for wealth and success – just by your power to effectively sell information products!

There's no limit to the possibilities.

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Figure 22-8

ULTIMATE ARTHRITIS PILL

PACKS 25 TIMES THE POWER OF CELEBREX®

Costly prescription drugs like Celebrex contain one anti-inflammatory compound. But in your FREE gift book, *THE FORBIDDEN FILES*, you'll learn about the newly researched natural extract that combines *25 amazing inflammation fighters*. Made from *celery* and so safe on the stomach, it's been used for centuries as a digestive aid. Full details on page 2 of this new book, where you'll learn hundreds more barely known *natural* secrets to heal and protect your loved ones, including...

▸ **How to keep *safe* from avian flu, West Nile, SARS, monkey pox** and other deadly diseases that originate in animals. *Every family needs to know this.* Page 7

▸ **Phenomenal food cures for asthma, cataracts, gallstones, IBS** and even congestive heart failure. Nearly every health complaint is caused or affected by what you eat, and here are the hushed-up secrets of how to correct them with food alone. Pages 2–3

▸ **Incredible *instant* insomnia cure** from one of today's most acclaimed naturopathic physicians. Take when you wake up at 3 in the morning, and drop back to sleep in a matter of minutes. Page 1

▸ **Discrete natural secrets that banish** your most embarrassing complaints, including anal itching, earwax, foot odor, urinary leakage and more. Page 69

▸ **Dirt-cheap folk remedies that work so well,** famous doctors secretly use them for colds, nausea, sore throat and more. Page 8

▸ **Nontoxic trick to erase nail fungus** with nothing but cornmeal and water. Antifungal drugs can poison your liver, but this treatment releases friendly microbes that devour the fungi! Page 9

Clear *completely* blocked arteries in

30 Minutes? REALLY?

YES! This sensational speed cure may *sound* impossible, but wait until you see the clinical proof. The latest research shows it could save your life even faster than surgery can be *scheduled.*

Why hasn't your doctor told you about it? Probably no one told *him.* Alternative and conventional doctors aren't even talking to each other! But **BOTTOM LINE/Personal** has been working for years to bring these warring factions together—and we've persuaded hundreds of brilliant doctors from both sides to share their most life-enhancing secrets. You'll see what I mean in your FREE gift book, *Bottom Line's TOP 20 SECRET REPORTS OF ALL TIME.* It's yours absolutely FREE with no obligation to buy anything, simply for returning the FREEBIE CLAIM CARD on page 15. Send for it now and show your doctor...

▸ **The world's fastest artery cleaner. Proven!** Up to *50% more successful* than outdated angioplasty. Stunned experts admit it clears "hopelessly" blocked arteries in as little as 30 minutes. Page 7

▸ **This permanent *cure* for high blood pressure** could make dangerous drugs obsolete. Botanical breakthrough now shown to reduce hypertension dramatically. Better still, it seems to relax rigid artery walls *permanently.* Take for just 8 weeks and you may never need it again. Page 36

▸ **Lifesaving new stroke-buster** ends deadly clots without dangerous drugs like Coumadin®. This true miracle herb includes 7 different *natural* clot-cleaners, all of them safe. Page 34

▸ **Nature's *instant* cholesterol-cutter** blows away drugs, herbs *and* the Mediterranean diet! Proven to drop your cholesterol by *100 points or more* in under 2 weeks. Page 8

UNIMAGINABLE? That's what the medical establishment would *like* you to think, because they have a huge investment in obsolete drugs and surgery. *But let us show you the shocking facts, FREE.* You'll see! Time and again, **BOTTOM LINE/Personal** has proven so trustworthy, smart *doctors* subscribe for this very reason.

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Action Steps

22

Selling Information Products

If you've got any experience as a copywriter, marketer or business owner – chances are that you've already been involved in selling information products. And if you review the examples in this course, you'll see that easily 75% of them are for info products.

So why work so hard on this? Well, believe it or not, many writers are still blind to the many nuances of selling this type of product. While much of it is similar to promoting any kind of product, there are some subtle differences you MUST understand. That's what this chapter was all about.

Here's a quick review of the necessary steps:

1. Research your Product, Prospect, and Market.
2. Identify, Select and Dimensionalize your strongest Benefits.
3. Gather the necessary Proof Elements.
4. Clarify your Offer.
5. Figure out your Big Selling Idea.
6. Select a Theme and Lead Approach.
7. Outline your Sales Argument.
8. Give valuable Free Information.

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9. Make the transition from "Free" to telling him it's time to buy something.
10. Use Bullets to thoroughly wet his appetite.
11. Write TONS of Blind Bullets by carefully going through YOUR Product by reading, listening, or watching the material.
12. Place your Bullets at the right places in your Promotion.
13. Close your promotion just as you normally would, including a powerful guarantee, etc.

If you're currently writing copy for an information product, we want you think about whether there's any way to add any of what you just learned to your promotion. Can you offer your prospect better free information? Can you strengthen your teaser copy? Are your bullets properly placed? Anything else you can think of?

Then go back and make the changes. See how close you can get the quality of your copy to the many winning examples we've provided. The more you do this, the more your quality will resemble that of the top writers!

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Quick-Start Copywriting System

23

You've Got a Coach for Life!

In this Chapter …

- How to finish off your promotion …
- Troubleshooting individual parts of your copy …
- Why holding yourself to a "higher standard" will help you get more from this course – and make you a LOT more money over the years …

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Congratulations! You've just completed your first full reading of *Quick-Start Copywriting System.* It's something you can use every time you write, for the rest of your life. Your own best friend and coach in the often solitary path of being a writer.

Remember: This course has laid out the process – including many of the "invisible" secrets – used by many of the top copywriters in the world. A process that we hope you've followed while working on a real-life assignment.

If so, then at this point you should have a complete rough draft, ordered in the following way …

» Headline and Deck Copy (ideally, multiple variations to test)

» Lead

» Body Copy Based on Your Logical Argument

» Benefits and Proof Presented throughout Your Body Copy

» Bullets Inserted at Key Places in Your Body Copy

» A Powerful Close With A Call to Action

» A World-Class Guarantee Presented In Your Close

» Any additional e-mails, lift notes or sidebars saved at the very end

At this stage, you can also cut any excess research from your running document and save it somewhere else (It must not have anything extraneous in it). That's because the document you've been working on is going to become your polished final draft.

You see …

You're Not Quite Done Yet!

Just because you've completed a rough draft, it doesn't mean you're finished. You've got to polish it and perfect it to the very best of your ability before submitting it.

At this stage, you'll want to go through the video product we created, "Copy Autopsy," that deals with making important edits and changes to your

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copy. It's very thorough and actually shows you a draft before and after editing – a process that's much better suited for video format.

In that video, we also mention some tips like having others read it (especially prospects) to check that it flows, makes sense, is interesting … and so on.

When you've finally polished your rough draft to the very best you can make it – you're ready to submit it or test it. Do this knowing you've done the very best you can, and you've poured more proven copywriting knowledge into your one promotion than most writers will learn in a lifetime.

Make a Commitment to Writing Within the Context of a System

As you go back through this course more and more, we encourage you to refine and create your own personal process/system for writing a promotion. You don't have to follow the sequence exactly in the order we've listed – you may want to start with your headline … or end with your headline!

The important thing is that you're developing and fine tuning a system that works for you. This course has given you the tools – more than anything else available on the market – and now it's your job to use them.

And always remember that you can refer back to the material at any point in your writing process. That's the way this course was designed.

Stuck on your headline? Check back with Chapter 9, 10 or 11. Body copy feeling a little sluggish? Re-read Chapter 14 or 15. Need a better guarantee? Go back to chapter 18.

The more you interact with this material on a level of application – the faster you'll improve … the better your copy will be … and the more money you'll make. It's not a complicated thing.

That's why it's a good idea to have this on your desk whenever you write copy. As a writer we know it can be tempting to just gloss over something important – to think that your lead or bullets are "good enough" … no need to put any more work into them.

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But that's the difference between the decent writer and the great ones. The great writers continually hold themselves to higher standards, until they come to the point where world class copy is simply second nature.

Ultimately, this course has been designed to make it easier to hold yourself to that 'A-list' standard. It gives you all the tips and tricks you need … tons of real-world, winning examples … steps you must take to apply them … all you need to do is act.

With practical application of this material, there's no limit to how good you can get.

And if the income of many of the writers mentioned throughout this course is an indicator of potential … there's virtually no limit to the amount of money you can make!

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Glossary of Terms

Have you ever heard marketers throw out industry jargon – and yet you didn't have a clue what they're talking about? We know how frustrating that can be … because then it becomes hard to follow everything else they're saying.

This glossary is the answer to that problem. In it, you'll find tons of the most popular (and important) terms for a direct response marketer to know.

Also, each definition comes with an extended explanation – so that you not only know what it means, you actually understand the concept. Reading and studying this glossary will dramatically strengthen your knowledge base – and make you a more functional, more successful writer and marketer.

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Action Devices

Copy planted throughout a direct mail package that urges the reader to respond immediately – typically by calling a toll-free telephone number or completing and returning the response device (order form).

Actives

1) Members or subscribers who have not yet expired. 2) Customers who have made purchases within a given time frame. In many companies, active customers are defined as customers who have made a purchase in the preceding 12 months.

Acquisition Cost

The cost associated with generating a new customer. Example: If we spend $500 to mail 1000 pieces and get a 1% return that's 10 customers– our Acquisition Cost is $50 per customer.

Advertising Medium

Refers to the specific way in which your ad is delivered to the prospect. Examples of different mediums are the mail, TV, radio, the Internet, billboards and more. The medium in which your ad is run plays a huge role in everything that you consider in the process of creating a promotion.

Advertorial

The process of blending advertising with free information. The term is literally a synergy between the words 'advertisement' and 'editorial' – and it developed when advertisers realized that if they made their ads look like editorial articles, and provided the prospect with valuable free information, readership would be increased. And not only readership but response increases, because the valuable information drives the prospect deeper into the ad. This makes him more likely to buy.

For more on this process, see Chapter 22 on Copywriting for Information Products.

Advocate

When you stand up for your prospect, or when your editor or spokesperson

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stands up for him, this is referred to as advocacy. Clayton is a firm believer in the editor or spokesperson being an advocate for the prospect – that he demonstrate a commitment to the prospect's needs, feelings, challenges and well being. Many of the examples in this course refer to figures Clayton has written for – such as Dr. Martin Weiss or Dr. Julian Whitaker – who are strong advocates for the prospect. Both are extremely committed to the prospect's safety and success, even if it means going up against some of the strongest, most powerful institutions in the world.

Affiliate

An Internet marketing term used to designate a company or individual who promotes your product for a percentage of sales. For example, a company may put one of your banner ads on their site, and then collect a percentage of the sales that ad leads to. Or an affiliate may send out e-mails for your product launch to their list, and collect as much as 40-50% of the sales from the product. Affiliate marketing is powerful precisely because it's so win-win: You get to access large quantities of target prospects without paying money upfront. You only pay after you make sales. So there's little or no risk to you. Your affiliate partner gets to sell your product without the cost of product development, overhead or any of the other expenses that go along with running your business.

Believe it or not, you can actually use the copywriting skills you develop from this course in order to garner affiliates. And that's because it's still about persuasion – and you'll need to follow a very similar process when attempting to sell them: You'll research and understand their needs and desires … you'll get clear on the benefits they're looking for (usually to make as much money as possible, with as little work as possible!) … you'll prove how, just by promoting your product, they can make more money … and you'll close the deal, getting them to sign up and mail out your promotions.

Appeal

Another way of talking about a benefit. Some of your benefits will have a stronger appeal to target prospects than others.

Assignment

A term for a copywriting job or project.

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Attrition

A reduction in response to a promotion or mail list due to repeated use.

Average Unit of Sale (AUS)

Most direct response offers have multiple options for buying. For example, many nutritional supplement offers give the prospect the choice of buying one bottle … three bottles … or up to six or even twelve bottles. Of course, he'll be given discounts and additional gifts for purchasing more at once. Average Unit of Sale refers to the overall average dollar value of the orders that come in.

For example, let's say you run a certain promotion and that 500 prospects make a $50 purchase … 1,000 prospects make a $150 purchase … and 1,500 prospects make a $300 purchase. That's 3,000 orders and a total of $625,000. Divide the total by 3000 and you'll see that the Average Unit of Sale is $208.

On the other hand, let's say that another promotion pulls in 2000 orders at $50 … 1,000 orders at $150 … and 1,000 orders at $300. That's 4,000 orders and a total of $550,000. That makes the Average Unit of Sale of $137. This is something to keep in mind when tracking response and working with clients, because the second promotion got higher response but a lower Average Unit of Sale. In the end, the Average Unit of Sale is more important than the response percentage.

Awareness

Refers to how aware the prospect is of his desire for the benefits your product offers. This idea was introduced by Gene Schwartz, because your ad – especially your headline – must address the prospect's level of awareness. Please see Chapter 11 for an in-depth discussion of this concept.

Backend

When you make a sale, you've officially converted a prospect into a customer. Any additional sales you make to that same customers are part of what's called the backend. This is a powerful and essential concept in direct marketing because it's incredibly expensive to acquire a new customer, and it's very difficult to profit from that first sale. But making additional sales to that same customer is much less expensive and much more profitable. For more on this, see the definitions for Customer Acquisition and Breakeven.

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Banner Ad

A small ad – with a visual component and headline – that's placed on a website. A banner ad can and should be carefully tracked for how many clicks it produces; as well as, the percentage of those clicks that actually resulted in sales or opt-ins. Which raises another point: The goal of a banner ad is usually to drive a prospect to a sales letter/landing page with the hope that the sales letter will convert him into a buyer. But other times, it may be used to send the prospect to a squeeze page, where the copy attempts to get him to provide his name and e-mail address.

Bangtail Envelope

An envelope with an extended flap or extra flap containing the response device.

Behavior

See Buying Behavior.

Beliefs

The beliefs your prospect holds that influence his buying decision. He may believe strongly in natural health … he may believe that drugs are inherently destructive … he may believe that Wall Street is dishonest and out to rip him off … the list could go on forever. This is a key part of understanding your prospect, because what he thinks and how he acts will strongly influence his response to your promotions.

Benefits

What your product or service really brings to the prospect's life. A benefit is all about the positive impact your product has, one of the many ways his life is improved by buying and using your product. Fundamentally, people buy things because they benefit from them in some way. The process of clarifying and then showcasing your benefits goes to the very heart of direct response advertising. For a more in-depth discussion of this idea, see Chapter 4.

Big Selling Idea

The powerful, unique idea that drives your promotion. There are virtually an infinite number of possibilities for your Big Selling Idea. But it's purpose is

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simple: If you can get your prospect to believe in this idea, it's much easier to get him to buy your product. Some examples that have worked well … Natural "Pennies-a-Day" Cures that Make Expensive Drugs and Medical Procedures Obsolete …Billions of Dollars in Free Money Is Being Given Away by the Government – And You're QUALIFIED … and so on. See Chapter 6 for much more on this.

Bill Enclosure

Promotional material enclosed with a bill, an invoice or a statement.

Billboard

As in *billboarding* your benefits. This is a loose term for when you showcase a group of related benefits on the cover of your promotion. For example, many of the magalog examples in this course have groups of connected benefits on the front cover, and the purpose of these cover benefits is to pull the prospect into the promotion.

Bingo Card

Reply card inserted in a publication. Used by readers to request literature from companies whose products and services are either advertised or mentioned in editorial columns.

Bizop

An informal expression for the "business opportunity" market. This is the market where prospects are sold on the possibility of making more money through some kind of new venture – whether it be real estate or Internet marketing.

Blind Bullet

This is the kind of bullet intended to tease the prospect about a secret revealed inside your product. This kind of bullet is absolutely crucial when selling information products, such as books, courses, manuals, newsletters and more. For example, here are some blind bullets from a successful Boardroom promotion …

- **Reverse "incurable" brain-aging safely and almost instantly!** This newly researched amino acid has even been shown to improve your mood, too. Page 6

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- **Get $100 just for changing a lightbulb?** Yes, this little trick adds up to big money! Page 56
- **How to beat soaring pump prices. FREE GAS!** Hardly anyone knows about this voucher program. Page 50

You get the point. The goal of these little 'blind bullets' is to get you so curious about the secret promised, you can't help but order the product. This type of bullet, among others, are covered in incredible depth in Chapter 15.

Body Copy

The middle part of your promotion, between the lead and the closing copy. This is where you make your argument … expand on your benefits and then prove them … keep your prospect's attention and interest in a peak state … until he's ready to make a buying decision. For how to write and construct winning body copy, see Chapter 14 and Chapter 15. Chapter 14 will show you how to structure your body copy with a powerful argument. Chapter 15 will help you make your copy fast-moving, easy-to-read and explosive.

Bonding

The process where you establish trust and rapport with your prospect. This takes you OUT of the role of a salesman, and into the role of trusted friend and advocate. The premise is simple: People always prefer to buy from those they like and trust. To find out exactly how to accomplish this, and radically boost your response in the process, see Chapter 21.

Bottom Line

The name that runs through Boardroom's main newsletter publications: *Bottom Line Health … Bottom Line Personal … Bottom Line Retirement*. These publications are referenced throughout the course, because many of the top writers in the world have written for them.

Bounce Back

A flyer or other promotional material designed for insertion into a package in which products are delivered.

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BRC

A simple, postage-paid Business Reply Card that's used as a response device. Normally, the customer's name and address are already printed on it. To place an order, the customer just detaches the card and drops it in the mailbox.

BRE

A postage-paid Business Reply Envelope that comes with the promotion. The customer uses it to send in the order form and payment.

Breakeven

The strategy whereby you intentionally choose not to profit when acquiring a new customer. The savviest direct marketers bring in as many new customers until they hit right around the breakeven point – and they avoid making profit on these promotions – because they have a powerful backend system in place designed to maximize the profit from each of those new customers.

Breakthrough

This is a loose term that marketers use for a big discovery or *"aha!"* that heavily impacts their success or results. As you learned in Chapter 1, the invention of the magalog was a breakthrough at the time for direct marketers because it radically improved response rates on direct mail promotions. There are many other examples: The first successful infomercial was a breakthrough that's led to billions of dollars in sales … Clayton's discovery that dominant emotion headlines often work best was a breakthrough … the list goes on. This course is built upon the many breakthroughs that have occurred in direct response over the years, so that you can begin applying them and achieve breakthrough successes of your own.

Bullets

Marked by the little symbol that separates them from running text, these are little sentences (or series of sentences) that present a benefit, and often tease the prospect with an element of intrigue and curiosity. Bullets play a huge role in Information Publishing and Information Marketing, because they enable you to sell the benefits of the information in a much more exciting and fascinating way.

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Chapter 16 gives you a complete discussion of bullets.

Bump

The process where you attempt to get the prospect to buy a more expensive version of your product, or another product – at the point of sale. For example, imagine you are buying something online. The page where you're finalizing your order asks you if you'd like the 'deluxe' version for another $39 – or if you'd like to try a related program for 30% off the normal price. This act of making an additional offer to bring in more revenue at the point of sale is called a 'bump,' because you're bumping the prospect up to a higher level of purchase.

Burst

A graphic device often used next to photographs of products or premiums, containing value or offer statements: "A $39 Value, FREE!"

Buying Behavior

Observable patterns of behavior you see in your prospects that govern their buying decisions. For example, you might see that your customers buy more from e-mail campaigns than sales letter pages. Or you might observe that your customers are looking for more in-depth, higher ticket programs that do much of the work for them. There are a million possibilities, but any time you see consistent purchasing patterns in your prospects or customers – you have an example of buying behavior.

Call to Action

An informal term for when you push your prospect to act on your offer. You could use expressions like … "Send for your free trial offer, TODAY" … "order today and you'll receive 5 free gifts" … "call now before you forget" … and many more. This is a very necessary part of closing copy, which is discussed extensively in Chapter 17.

Cell(s)

A portion of a promotion used for testing purposes. When testing several headlines for example, each headline is mailed to a set number of names. These names are referred to as a cell.

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Charter Offer

This is the name for the first time a company offers a new product or service to the prospect. The product itself may not be new, but it's the first time the prospect has had a chance to buy it. It's used most often in the newsletter industry, but applies elsewhere.

Claim

Another word for promising a benefit. The advantage of using the word 'claim' sometimes is that it makes it clear that you need to back it up with proof. Many marketers simply think they can present a benefit and then that's all. But when you realize that a benefit is just a claim, you understand that you must immediately back it up with proof for it to be believed.

Claim Density

This is the term Gene Schwartz introduced – it refers to the depth of the promise or claim you're making. 'Depth' is when your promise is well targeted to his desires … it's quickly followed or joined to proof … has a strong emotional component … and fits well with every other aspect of your promotion. Following the steps laid out in this course naturally gives your claims 'density.'

Close

The final stage of your promotion, where your copy pushes for the sale. The goal of the close is to take all of the interest and desire that's been activated in the prospect, and then get him to take action on the offer. This process mimics what good salespeople do in person, they carefully guide the prospect to making a purchase decision that's in his best interest. The process is quite a science, and you can get a full breakdown of it in Chapter 17.

Closing Copy

The copy that's used in the close.

Coding

A series of letters and or numbers printed on response devices that tell the marketer which list and/or creative test cell generated each order.

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Cold

As in 'Cold List' or 'Cold Prospect.' This refers to when the prospect or list has no prior relationship to you, your product or company. The term 'cold' is another way of saying that there's no bond or rapport between you and the prospect. As you might guess, this type of prospect is much harder to sell than a 'warm' or 'hot' one. See also 'Hot' or 'Warm.'

Competition

The name for any company or product that offers the same or similar benefits that you do. To truly be considered 'competition' they must be a viable alternative to what you offer, and they must advertise in the same or similar mediums that you advertise in. Chapters 1, 2 and 3 provide the best information about how to study your competition in a way that assures your success.

Continuity Offer

Very similar (often identical) to the 'Negative Option,' a continuity offer is one where the prospect gets billed each month. Sometimes it can simply be for a defined period of time, such as 12 months. Other times, it will keep going indefinitely unless he cancels.

Control

The most successful current version of an ad for a product is called the 'control.' It's the ad that's been tested and proven to yield the highest response or average unit of sale. Other ads are often tested against the control in order to beat it. When a new ad outperforms the current control, it becomes the NEW control – and runs until a better performing ad comes along. This process leads to a natural optimization of response and overall success.

Conversion

An Internet marketing term that describes the process of converting a website visitor into a customer. True to the fundamental tenets of direct response advertising, this process is entirely measurable using tools like Google Analytics and others. For example if you know that you have 50,000 unique visitors each month, and you make 500 sales to new customers each month, you're converting

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1 out of 100 visitors. In other words, your conversion ratio is 1%.

Copy

The sales message used by direct response marketers to compel prospects to purchase their products and services.

Copywriting

The process of writing advertising. As a buyer of this course, you're already familiar with this term. Still, it's good to be able to accurately describe what you do to others who ask (especially because they'll assume you do some sort of legal work!). ANY wording that takes place within an advertisement, whether it's direct response advertising or otherwise, is considered 'copy.' And the process of creating those words is called 'copywriting.'

CoQ10

This is a very popular heart health and energy supplement – referred to multiple times in this course – which Clayton, Carline Anglade-Cole and other top writers have written promotions for.

Cost Per Inquiry (CPI)

Total cost of a lead production promotion divided by the number of leads or inquiries generated.

Cost Per Order (CPO)

Total cost of promotion divided by the number of orders generated.

Cost Per Thousand (CPM)

1)Total cost of a promotion divided by how many thousands of impressions were made. A mailing costing $100,000 that mails to 200,000 prospects has a CPM of $500/M ($500 per thousand). 2) CPM is also applied to components of total promotion cost, such as mail list rental, printing costs, postage costs, etc.

Credibility

Anything you do that increases the feeling of legitimacy and overall

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trustworthiness in your prospect. With so many companies promising the moon and then under-delivering (or sometimes outright lying), prospects have become increasingly skeptical of advertising. Many times, they *begin* with the assumption that you're NOT telling the truth. But the proper use of credibility elements – such as testimonials, track records, endorsements, a guarantee, and many more – helps readers to believe and trust in what you're promising. Chapter 5 gives you 18 distinct ways to bolster the credibility of your advertising.

Cross-Selling

Selling a promotion across the board to other demographic lists within the house.

Customer Acquisition

The type of promotion that has the direct goal of acquiring new customers. The goal of a customer acquisition promotion is NOT to make a profit, it's to bring in as many new customers as possible at break even or less – and then let the backend products make the profit.

For example, many of the top direct response information publishers – such as Phillips, Agora, Healthy Directions and others – have introductory newsletters written by experts. Some of them give financial advice, others give health advice, certain ones are focused on retirement and saving money, and so on.

These newsletters usually range from $39 to $199 – and they're not designed to immediately make money. The promotions selling these newsletters are called "Customer Acquisition" packages because they get sent out to new lists, in order to bring new customers into the company's pipeline. Once the prospect buys that first newsletter, the company usually begins selling them progressively higher priced items (also known as the 'backend').

Many of the promotions referenced in this course fall into the category of Customer Acquisition. And many of the top writers cited in this course have spent much of their time writing these kinds of promotions. That's because the markets they sell into are highly competitive, the cost to acquire a customer is high and only the very best copy will do.

On the Internet, an example of a Customer Acquisition promotion would be a

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very low-priced product – such as a $19 e-book. It's hard to make any real kind of money on such a product these days, but bringing a new customer into the company's database creates wonderful backend opportunities to sell products for $99 … $299 … $499 … or more … monthly continuity programs and more. These can be VERY profitable.

Customer File

This is your company or client's list of customers. Many companies do little or nothing with their customer file, which is a tragedy. That's because using the proper breakdown and promotional strategy with your customer file can make you an absolute fortune. The top direct response marketers break up or 'segment' their customer file according to purchasing patterns, so they can modify their promotional strategies accordingly. This is what allows the highest possible response on backend promotions, and leads to explosive growth and profits for the company who does it.

Customer Record

A computerized record of a customer's name, address, telephone number, credit card numbers, buying history, etc.

Customer Surveys

Where you poll your customers, often through the Internet, to find out their interests, desires, problems, concerns, hopes, dreams, objections and more. The goal of such surveys is to get to know your customers on a much deeper level, create products and advertising that better matches them, and make much more money in the process. One great resource for doing this online is www.surveymonkey.com.

Data Card

Most major direct response mailers store information about their target prospect on what's called a data card. This card contains relevant information about their average age, sex, habits, buying behavior and purchases, income and more. If you choose to work for a company that uses direct mail, be sure to ask them for the data card.

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Database

A collection of customer records containing vital information about each customer or prospect.

Database Marketing

Also known as House File Marketing. Promotions that are sent to existing customers.

Deck Copy

The copy right below the headline, which … expands on the headline … further stimulates his interest … and attempts to drive him into the heart of your promotion. Sometimes deck copy is followed by teaser bullets, other times the promotion goes right into the "Dear Friend" type of salutation.

De-Dupe

A process by which duplicate names are removed from a mail list prior to mailing. De-duping is also called a "merge-purge," as names from all lists to be used are merged into one large file and then the duplicates are purged in order to cut postage and printing costs.

Demographics

Similar to what you'd find on a 'Data Card,' this often includes the age range, gender, income range, geographic segment, hobbies (and a few other things) of the past buyers of your product or service. The demographic data is often your starting point for knowing your prospect.

Desires

What your prospect wants, related to product and area of expertise. For example, if you sell nutritional supplements, you will consider your prospect's health desires and how your product fits in. If you sell gardening books, you will consider your prospect's gardening desires. And so on. As human beings, we literally have an infinite number of desires – but for the purposes of copywriting, only the relevant ones count.

Chapters 2 and 4 extensively discuss the issue of desire in a very actionable way.

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Differentiate

When you hear the word 'differentiate' in marketing, it's referring to the act of making your product or service appear different. It first came from a classic book written by Jack Trout called, *Differentiate or Die*, and the premise was that only the companies who differentiated themselves well enough to stand out would survive.

Dimensionalize

Not a word you'll ever find in a traditional dictionary. Rumor has it this term was invented by marketing guru Jay Abraham. It refers to the process of drawing out and expanding on something. For example, to 'dimensionalize' a benefit (see the term 'Dimensionalized Benefit' below) would be to take it and expand it in vivid detail. To dimensionalize a fear would be to expand and flesh it out on a much more graphic and impactful level.

Dimensionalized Benefit

This is the specific category of benefits, where a vivid and compelling picture is painted. Chapter 4 spends a great deal of time on how to take a basic benefit and dimensionalize it. The purpose of doing this is so that the prospect can better imagine and mentally experience a key benefit of your product or service – BEFORE he orders it or tries it out. The goal of this kind of benefit is to put your prospect into a world where he vividly and seductively experiences the amazing effects of using your product or service.

Direct Mail

The type of marketing and promotional strategy that uses mail to acquire new customers, and sometimes uses mail to sell backend products to those customers.

Direct Mail Package

This is another name for a product promotion that's sent out via direct mail.

Direct Marketing

Promotions that target a specific audience based upon demographic and/or psychographic traits.

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Direct Response Marketing

The business we're in. Direct response marketing is the type of marketing that attempts to elicit a 'direct response' from the prospect. In other words, an action. That action may be to give up his e-mail address, subscribe to a newsletter, come to a car lot for a test drive or call an 800 number and buy the new 'hard abs' product being sold on TV. This form of marketing is rooted fundamentally in testing, tracking, overall optimization of response and profits for the company using it.

Dominant Resident Emotions

A term Clayton invented and popularized, which refers to emotions found in the prospect that are both 'dominant' and 'resident.' By 'dominant,' he's talking about the strongest emotions that prospect is experiencing, relevant to the product he's selling. And by 'resident' – he means that which is deep and long-standing in the prospect. An example of dominant resident emotions in a health prospect would be anger and betrayal anytime an authority lies or misleads him (like the FDA or pharmaceutical companies) and the feeling of freedom and power that comes from being in charge of one's own health and body. The word 'resident' applies because these feelings are not fleeting, they're predictable and constant – and can be harnessed for explosive results in your advertising. See Chapter 10 for much more on this topic.

Doubling Date

The date at which a marketer typically has received half of the total revenue a promotion will produce. Doubling dates are used to predict the final result of each list and creative test cell in a mailing, thus enabling marketers to plan subsequent promotions more quickly.

Downsell

This is when you make a lower priced offer to prospects who failed to take you up on your original offer. For example, imagine that you had a list of 50,000 people that you promoted a $1000 Internet marketing product to. 1000 responded and you made revenues of approximately $1 million. If you went back to the 49,000 people on your list who DIDN'T buy with a reduced

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version of your product for $197, that would be considered a 'downsell.' The advantage of downselling is that you've already done lots of work in attempting to convert your prospect into a customer … why not use that work and momentum to see if he'll take a lesser version of what you're offering. The beauty here is that you often make a bunch of money that you would have otherwise left on the table.

Edge

A loose term for any kind of competitive advantage. For example, this course gives you a distinct 'edge' over other writers who don't have access to this info. Building proof and credibility into your product gives it an edge over others selling similar things.

Editor

The person who writes and oversees a newsletter. Because newsletters and newsletter promotions are such a big part of our industry, certain editors have become very famous and we use their names a lot. If you were to write sales copy for a large company like Boardroom, Agora, Phillips, Healthy Directions, Weiss Research and others – you may end up promoting a newsletter. In that case, you'd need to get to know the editor, his or her viewpoint, tone, beliefs, style and more.

E-mail List

Direct response is very much about list marketing. And a big part of what we do online is build e-mail lists of targeted prospects through squeeze pages, joint ventures and more … establish a relationship with people on that list … and then sell them our products and services. Building a list on the Internet is a science in and of itself, and for skills like that we suggest you check out the website of a top Internet marketer, like Rich Schefren www.strategicprofits.com.

E-mail Marketing

This is the process by which you communicate and promote to your target prospects via e-mail. It works best when you're able to build a large list of qualified prospects and then make offers to them, based on your knowledge of their psychology, feelings, buying behavior and more.

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Often times, you may ask them to place their order directly from the copy within the e-mail. Other times, you may use the e-mail to drive them to a landing page. Then the landing page will attempt to sell them on your product or service.

Everything you're learning in this course applies to e-mail marketing, though you will need to study Internet marketing in much more depth if you want to maximize your success with e-mails.

Emotional Benefit

This is the positive feeling that a prospect gets from buying your product or service. It can be anything from the desire to feel cool … feeling superior to his buddy … the greed of making a killing in the market … and more. Emotional benefits are often the strongest reasons why someone makes a buying decision, so it pays to carefully study how your product's benefits impact the prospect emotionally – and how you can trigger these emotions throughout your copy. Chapter 4 shows you exactly how to do this.

Emotions

It's often said that "People buy on emotion, and justify with logic." Which means it's crucial that your sales copy always trigger the strongest, most relevant emotions for driving your prospect to action. Chapter 2 teaches you how to study your prospect and uncover his strongest relevant emotions … Chapter 10 teaches you how to capture this emotion effectively in your headline … and your FREE gift, *Emotional Trigger Words*, is virtually a complete course on how to use emotions effectively in your advertising.

Entrepreneur

The term we often use for a business owner. While this course is targeted more to copywriters and marketers, entrepreneurs can use this information to better recognize good copy … refine and enhance existing promotions … help the copywriters working for them to improve … and more.

Exchange

An agreement between mailers to exchange an equal quantity of mailing list names.

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Expire

A customer or subscriber who is no longer active.

Fascination

See also the definition for 'Blind Bullet.' This is a term that we believe Gene Schwartz invented to describe how certain bullets are designed to fascinate the prospect so intensely, he's forced to respond. The complete art and science of how to do this is detailed in Chapter 16.

Features

The specific trait or attribute of your product. Every feature is worth noting, and the point of listing out your features is to convert them into benefits. Remember also that not every feature will have a benefit to the prospect. For example, one feature of a book may be that it's 75 pages long – but there's not really a benefit to that. But another feature may be that it offers twelve 30-day meal plans. That one has immense benefit to the prospect. Chapter 4 shows you how to convert your important features into the best possible benefits.

Feeling

Used most often to describe what the prospect is experiencing on an emotional level. Because people are so often governed by what they're feeling in the moment, understanding what your prospect feels is key to your success.

File

See Customer File.

First Class Mail

This is a higher grade of mail than many bulk mailers use. Clayton often advises his clients to mail their promotions via first-class mail because it allows the copywriter to list the full dollar value of the premiums.

Flat Benefit

An occasionally used expression that describes when a benefit fails to excite or intrigue a prospect. He reads it and has little to no reaction – it's 'flat.'

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Format

This is the way in which you deliver your advertisement. In direct mail, some of the most common formats are the standard envelope … the jumbo envelope … the magalog … the tabloid … the bookalog … and sometimes the flyer, postcard or brochure. Obviously, the format you choose for your advertisement is going to heavily impact your writing process and overall strategy. For example, a magalog or bookalog requires much more copy than a 8-12 page sales letter.

Another format possibility is a space ad that runs in magazines or newspapers. The size you have available for your space ad is going to determine what you'll be able to say, and how much you can say.

On the Internet, you can deliver promotions via e-mails … landing pages … using a more traditional website.

The more clear you are in the format you're going to be using, the better you'll be able to adapt and adjust your writing process accordingly. See Chapter 1 for a lengthier discussion on the subject of format.

Front-end

The opposite of the 'back-end,' this is another way of talking about customer acquisition. Front-end products are usually cheaper and not designed to make a profit; rather, their purpose is to bring in new customers that can be profitably sold backend products.

Fulfillment

The delivery of the product or service to the customer.

Functional Benefit

This is a type of benefit that's worded in terms of what it *does* for the prospect. This is a very important stage in your benefit writing process because it's the point at which your product comes to life. For example, some nutritional supplements contain an ingredient called enzymes.

It actively brings value to the prospect. See Chapter 4 for more information about this.

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Geographic

Selection or division of a mail list or other advertising medium along geographic lines. Geographic selects may be by state, county, metro area, city or zip code.

Guarantee

Your risk-relief device – often coming at the end of a promotion – that allows the customer to get his money back should he be dissatisfied with your product or service. There are many different possibilities here – you can have one that's short (30 days) … or long (one year) … conditional or unconditional … and much more. In fact, there are 10 different specific steps you can follow in order to strengthen your guarantee which you'll find in Chapter 18.

Hard Offer

An offer where payment is required upfront. Most offers fall into this category. For a contrast, see the definition of a 'soft offer.'

Headline

The gateway into your ad, this is what many advertising gurus throughout history believe is the most response-impacting aspect of what you do. There have been times, in major advertising campaigns, they've seen a lift in response by up to 15-20 times just from a change to the headline. The purpose of your headline is simple: a) to grab your prospect's attention … and b) to get him to read the next sentence in your ad. Obviously, this is much easier said than done and coming up with the perfect headline is something writers spend days – even weeks – working on. You can learn much more about writing winning headlines in Chapters 9, 10 and 11.

Headline "Block"

A term for when you struggle to come up with a winning headline.

Health and Healing

The most famous natural newsletter in existence. Written by Dr. Julian Whitaker, it was the first heavily promoted natural health letter. Clayton launched it in 1991, and it became one of the biggest successes in direct response history.

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Hot List

This term sometimes refers to you or your client's list of hottest customers or prospects. If you're talking about a 'Hot List' of customers, you're talking about the customers who've purchased the most from you – and who've made the most recent purchases. If you're talking about prospects, your hot list would consist of prospects who've demonstrated the most interest and qualified themselves best. For example, people who sign up for an early notification list of a product release are much hotter than others. In contrast to a 'cold' prospect the term 'hot' signifies how much more likely and ready this prospect is to make a purchase with you. It's important to remember that prospects don't stay 'hot' forever, so you must capitalize on them being in this state as quickly as possible.

House File

A mailing list containing records of all active customers, expired customers and inquirers.

Human Nature

Used in our industry to refer to common, predictable patterns of human behavior. When marketers talk about human nature, they're referring to how understanding people increases your success in selling to them. And it's true: The more you understand people and how they act, the better you can predict and guide their actions.

Inbound Telemarketing

The process of handling incoming calls from customers or prospects.

Information Marketing

The process of selling information-based products. Many of the greatest opportunities for copywriters and entrepreneurs are in creating and selling information products. There's no relationship between the cost to produce them in the price – CDs that cost $2 to produce could be sold for $200 or even $2000. This provides the opportunity for outrageous profits. Also, there's an art to selling these kinds of products – one that involves the use of a lot of bullets and fascinations. Many of the examples throughout this course are of promotions

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selling information products – so study them closely to see exactly how it's done.

Infomercial

A direct response ad that plays on TV. Usually about 30 minutes long, infomercials are designed to look and feel like a 'show.' Throughout the show, information about the product and its benefits are delivered to the viewers. And about every 5-7 minutes, a more condensed sales pitch for the product – whether it's an ab roller, magic cookware, a miracle chopper or anything else – will be presented with a call to action and an 800 number.

While there are some key differences between writing an infomercial and a print or Web promotion, much of what you're learning in this course still applies. You're going to need to grab your prospect's attention … sell him on your benefits … prove those benefits … keep him interested long enough to reach the point where you get him to act on your offer. Just watch some successful infomercials and you'll quickly recognize many of the techniques you're learning in this course.

Inquirer

A prospect who has requested more information about a product or service.

Insert

Promotional piece placed in an outgoing package or invoice.

Installment Offer

This is the kind of offer where the customer is allowed to make payments rather than pay the full cost of the product in advance. Installment offers mean the prospect has to fork over less money upfront, reducing his risk, and often boost overall response. They're certainly worth testing and you can learn much more about this kind of offer, among others, in Chapter 3.

Institutional Advertising

This is the kind of advertising you DON'T want to run. It attempts to build up the name or brand image of the company, rather than elicit a response. Institutional

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advertising is never tested, and therefore is almost always a complete waste of time and money. Many advertising agencies will attempt to convince unsuspecting companies to run these kind of ads, because they're more "creative." The good news is that simply reading this course all but guarantees you'll never be able to use this kind of advertising, ever.

Intuition

See Marketing Intuition.

Joint Venture

This is where you partner up with another person or company who has access to prospects for your product or service. For example, if you're selling an arthritis supplement and you know of a website that has compiled a large list of people who are interested in arthritis, you could joint venture with them. By partnering with them and sending a promotion to that list, you'll take advantage of their relationship with prospects. You'll make much more money in the process – and they'll usually get a cut of the sales or profits you make. So they benefit as well.

You can use joint ventures to build up your list and acquire new names, or you can directly send promotions to someone else's list and give them a percentage of the sales. There's quite a bit you can do in this area, but it extends well beyond the scope of this course. If you Google the term "joint ventures," you'll come across some very good resources on the subject.

Key Code (Key)

Group of letters and/or numbers, colors, or other markings, used to measure the specific effectiveness of media, lists, advertisements, offers, etc.

Landing Page

The is the term Clayton and his clients use for a long copy sales letter on the Internet. You'll recognize these pages by the headline on top of the page, and then the long scrolling page that ends with the guarantee and order button. Much of the direct marketing that's done on the Internet is an attempt to drive prospects to a landing page. The landing page (sales letter) is then supposed to convert that prospect into a customer by getting him to buy the product.

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Lettershop/Mailhouse

Company which performs the mechanical details involved with mailing including addressing, imprinting, collating, inserting materials into envelopes, etc.

Lifetime Value

The total revenue a customer will generate for a company. May be expressed as total gross revenue or total net revenue.

Lift

A simple term used to designate an increase in response. Sometimes, by making a simple change in your copy, you can get a 'lift' of 10%, 20% or more.

Lift Note

The little additional inserts that go inside a direct mail envelope. They're designed to increase the selling power of a direct mail promotion. Your lift notes can be based on your guarantee, testimonials, a personal message and many other possibilities. The process of writing lift notes is valuable, even if you don't write direct mail, because it can be easily adapted to the Web for greatly increased success. For more on this, see Chapter 19.

Limited Time Offer

This is an offer made with a strict time deadline. This adds urgency to the offer, and often increases overall response. Offers are covered in great detail in Chapter 3.

List

This is one of the most essential aspects in direct marketing. In fact, copywriting legend Gary Bencivenga has demonstrated that the list is the second most crucial part of a direct response promotion, behind the offer. You see, the list is the group of prospects your promotion gets mailed to. In direct mail, list selection is an elaborate and highly scientific process that involves entire departments and list brokers. Targeted lists get mailed the promotion and then response is measured.

On the Internet, lists are gathered using joint ventures, opt-in boxes and squeeze

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pages. Then that list is marketed to using e-mails and landing pages.

On an advanced level, marketers will 'segment' their list, separating prospects according to what they've purchased … how recently they've purchased … and how much they've purchased. This allows you to be much more systematic in your promotions, and often leads to dramatically higher response.

When writing your promotion, studying your list is a big part of knowing your prospect. You must carefully consider the list your copy is going to before getting started.

Long Copy

The is the term for extended direct response promotions – often going 12, 16, 24 pages or even more. There's often a debate, especially on the Internet, about whether long copy works better than short copy. In the mail, most tests have shown that long copy outperforms shorter copy. On the Internet, it's contextual. There are times when long copy works best – especially when the prospect has no knowledge or awareness of the product. But other times, when the prospect is more aware of the product and its benefits – shorter, offer-driven copy works better.

Mail Date

The date a mailing is delivered to the post office for processing.

Mail Order Buyer

Someone who orders and pays for a product through the mail.

Mail Preference Scheme (MPS)

A service where consumers can request to have their names taken off or added to lists.

Margin

The gross profit on sales derived by subtracting the cost of goods sold from gross revenue.

Market

The group of target prospects for your product or service. As you learn in Chapter

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2, it requires significant research and analysis to fully understand your market, its trends, what's working best right now, and any other factor that influences it.

Marketer

We use this term most often to signify someone who works professionally as a consultant or business builder – not merely a copywriter or entrepreneur. A marketer generally doesn't write copy himself, he works to apply tactics and strategy to a business in order to increase its performance. Still, we're all marketers in one sense – because it's impossible to write copy or grow a direct response business without a certain level of marketing understanding.

Marketing Intuition

This is the process of being able to instinctively know how a prospect is going to think, feel and respond. While not something you can consciously practice, marketing intuition comes from experience in working with prospects, markets and the principles taught in this course. The advantage is HUGE: It allows you to instinctively recognize winning products and ideas before others … to avoid wasting time on things that aren't going to work … to be more accurate in all your advertising efforts, because you intuitively know what the prospect wants and needs. Clayton is a perfect example of this in the investment market right now, he's so in tune with the prospects and so on top of what's happening on Wall Street each day, that he can instantly recognize whether something will succeed or fail with his prospects.

Mass Market

When a product is almost universally appealing to people, or at least is desired by a large percentage of the mainstream population, then marketers will often refer to it as 'mass market.' To understand what this looks like, think about the difference between a self-help course that uses hypnosis and brain wave therapy and one created by Anthony Robbins. The one using hypnosis and brain wave therapy is going to appeal to a much smaller group of people who are interested in that – a 'niche market.' Whereas the Anthony Robbins product is based on basic motivational stuff – it's so widely appealing that it can be sold effectively on infomercials.

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Matte Finish

Dull paper finish without gloss.

Mature Market

This refers to a market with lots of competition, and highly sophisticated prospects. Mature markets are much more difficult to sell products into because the prospects have heard all the claims and have become more distrustful of advertising. With all the competition, it's much harder to stand out. This is one reason why you see so many examples in this course from the health and financial markets. Because these markets are so mature and difficult, companies are forced to hire top copywriters in order to defeat the competition. See also the definitions for 'Maturity' and 'Sophistication.'

Maturity

Designates how evolved a market is. The weight loss market is the perfect example of one that's highly mature. Over the last century, prospects have been hit with virtually every possible type of promise, and every possible "new discovery." Because of that, the burden of proof and uniqueness is much, MUCH higher than it would be in a less mature market. You must understand the level of maturity or 'sophistication' in your market before you can conquer it.

Mechanism

Also referred to as Mechanism of Action, this is the unique vehicle by which your prospect can achieve your benefits. A new dietary system is a mechanism for delivering the benefit of weight loss. The same goes for an herbal "fat blocker." Same benefit, but different mechanisms. Revealing the mechanism adds overall believability to your promise, because it gives your prospect a glimpse into exactly how he's going to achieve the benefit. Mechanisms are especially needed in competitive markets, because it's what allows you to stand out and appear unique to your prospects. Looking back to the example of weight loss, new diets and weight loss products can succeed if they promise a strong and exciting enough new mechanism.

Medium

See Advertising Medium.

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Merge-Purge

See "De-Dupe."

Momentum

The amount of power and intensity found in your body copy. Copy that reads quickly and easily … copy that you just can't put down because you just gotta keep reading … this is copy with momentum. The advantages of writing body copy with high levels of momentum are that your readership increases, more of your prospects make it to your order form … and you sell more product as a result. Chapter 15 gives you 11 different secrets to increase the momentum of your writing.

Negative Option

The type of offer where the prospect gets billed automatically each month unless he cancels. That's why it's called 'negative' – he must actively negate his membership or subscription to stop being billed.

Nesting

Placing one enclosure within another before inserting them into a mailing envelope.

Net Name Arrangement

An agreement where the list owner agrees to accept adjusted payment for less than the total names shipped to the list user. (e.g. pay for total names mailed after duplicates are eliminated).

Net Sales

This is a little different than profits. 'Net sales' usually refers to the total revenue generated by sales of a product, minus fulfillment and marketing costs. That means that if you're selling a course on the Internet for $500 … you sell 500 in a month … production and fulfillment costs you $25,000 … PPC advertising costs you $50,000 … your net sales number for the month is revenue ($500 x 500 = $250,000) minus costs ($75,000). That means net sales for the month is $175,000.

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As a copywriter working under a typical Internet royalty arrangement, you would have made about 10% of that, which is $17,500.

New Customer Acquisition

Promotions designed to attract new customers.

Newsletter

Often used as a vehicle for customer acquisition, this is a publication direct response companies put out in order to build relationships with their products … and then sell them further products down the line. Many print newsletters delivered in the mail also come with other offers from the company. Take *Alternatives* newsletter written by Dr. Dave Williams, it often comes in an envelope filled with other offers for natural products and supplements – items the reader of the newsletter is qualified and likely to buy.

Niche Market

The opposite of mass market. A niche market is a narrowly defined, specialized subject of interest that you can sell products into. The term 'niche marketing' has become something of a cliché in recent years, but the overall concept is solid: Pick a well-defined group of prospects … understand them on a deep level … create products specifically tailored to their most urgent desires … and then sell to them, outmarketing your competition. Many of the opportunities you'll have as a copywriter will be to write for markets like this, and this course gives you virtually all the tools you need to understand a niche market and then write top notch quality copy for products and services being sold to it.

Nixie

Undeliverable names on a mailing list.

Nth Name

Method of selecting names from a larger file to create a smaller but geographically similar file. If a large file has 100,000 names and a mailer wants to test only 20,000 of them, the list would be sorted by zip code and every fifth name would be selected for testing.

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Nutritional Supplements

These products, which includes vitamins and countless other nutrients, are cited throughout the course. Selling nutritional supplements via direct response is a big business, and it can be challenging. But it's also very lucrative for people like Clayton, Carline Anglade-Cole, Kent Komae and others.

Offer

The complete "deal" you're presenting to your prospect. Your offer includes your main product, your free gifts and premiums, the price and delivery details. Many consider this to be the single most important factor in your success with a promotion, because it's the heart of what you're selling. Chapter 3 covers the subject of offers from A to Z. See also, Hard Offer, Soft Offer, Continuity Offer.

Opt-In

This is the act of a prospect choosing to get on your e-mail list. It's an essential step in direct response marketing on the Web, because it allows you to build a qualified list … legally. Sending out e-mails to prospects who have not officially opted in to your list and given you permission to contact them is called spam, and is against the law.

The good news is that you can use everything you learn in this course to persuade the prospect to opt-in to your list. You will grab his attention … promise him benefits that he cares about … tell him what he gets by giving you his name and e-mail, whether it's a valuable newsletter, free reports or anything else … and then get him to take action. For more about the process of copywriting to win someone's e-mail, see the definition of a 'Squeeze Page.'

Oral Chelation

This is a supplement referred to multiple times in the course. This natural product helps bind to plaque in the arteries, and helps prevent heart and brain disasters, among many other things. It's notable because it's one of Clayton's biggest winners in the supplement market – one variation of the same copy that he wrote ran for over three years and paid him over seven figures in royalties.

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Outbound Telemarketing

Calls that are placed by a marketer, as opposed to inbound telemarketing where the customer calls in first.

Package

Another word for a promotion or long copy advertisement. Used most often to refer to magalogs and tabloid style direct mail promotions.

Past Promotion

This is a term for a former test or control promotion that's no longer running. As we discuss in Chapter 2, studying past promotions is a fantastic way to get to know your product, prospect and market – and helps you to quickly adjust your efforts according to what's worked well in the past.

Pay up

When you make a 'soft offer' (see the definition) to prospects, you've got to wait and see how many people actually end up paying for what they ordered. The amount of money that comes in relative to what should have been paid, is called 'pay up.' For example, if 1000 people ordered and 710 paid – the pay up would be 71%.

Personalization

The use of the prospect's name, address or other information in the text of a promotion.

Persuasion

At the very heart of the advertising process, all serious marketers study the process of persuasion. Knowledge of what moves people and how to best persuade them not only makes you a great salesperson, it makes you a much more effective, powerful human being. One of the best resources on the subject is cited in Chapter 17, called *Influence: The Psychology of Persuasion* by Robert Cialdini. We urge you to read it, as well as other books and materials you can find on persuasion. Everything presented in this course is designed to make your advertising more persuasive.

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Piggy-Back

An offer that hitches a free ride with another offer.

Poly-Bag/Poly-Wrap/Plastic Wrap

See through plastic bag used instead of an envelope for mailing.

Pop-Up

A web page that pops up on top of the page a prospect is viewing.

Pop-Under

A web page that appears beneath the page a prospect is viewing and becomes visible when that page is closed.

Positive Acceptance Statement

A recitation of the product's most compelling benefits, often used at the beginning of response device copy.

Positioning

How you set up your product or service to be mentally perceived by your prospect. The term originally came from a legendary marketing book called, *Positioning: The Battle for Your Mind* by Al Ries and Jack Trout. It explains how people naturally categorize products and services in their mind, for the sake of simplicity and convenience. Because of this, they tend to only remember the leader in each category – the company or product that establishes itself as FIRST. For example, Coke is the leader in soft drinks … Xerox is the leader in copiers … Red Bull leads the energy drink category … and so on.

This is a concept Clayton has used to make himself and his clients a fortune over the years, by establishing new categories when necessary – and then placing his client's product at the top of that new ladder. He did this for Dr. Julian Whitaker, who became the leader in revealing natural cures – and with Dr. Martin Weiss, who became the #1 guardian of investor safety.

The term 'positioning' can also be used very similarly to the idea of USP,

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where 1-2 sentences help describe where the product, spokesperson or company stands in the marketplace – and what makes him or her unique. Positioning is something that happens, whether you want it to or not, so it pays to think carefully about how you can control the process. Figure out how you want to position your product, your company and you as an individual for maximum uniqueness and overall impact.

Premium

A free item offered to a potential buyer.

Problem

Refers to the problem a prospect faces, which will hopefully be solved by your product or service. Looking closely at the problem(s) your prospect wants solved can be one of the most powerful things you do – because it helps tell you what his strongest, most urgent desires are. Then, when you position your product or service as the solution to that problem – the single best way to fulfill his core desire(s) – your chances of success are exponentially increased.

Nearly all of the most successful direct response promotions, both online and off, address urgent problems the prospect faces. When your product is clearly the best possible solution to that problem, you're off to the races.

Product

Whatever you're selling to the prospect. It can be physical – like a book, a nutritional supplement, or a DVD player … it can be digital – like an e-book or an audio recording … the possibilities are endless. The key things are that you always select great products to work with, and that you thoroughly study your product inside and out. For more information in this area, see Chapter 2.

Profits

The difference between your overall revenue and costs. Sometimes profit is calculated purely on the basis of a product or a promotion. For example, you might sell $2 million worth of supplements and your overall cost – between mailing/advertising expenses and the cost of fulfilling the orders – is $1.3 million

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dollars. So that's $700,000 in profit. However, this is not your bottom line profit number, as there are usually many other costs involved to run your business and operate. So you'll need to differentiate between the net profit per promotion numbers and your end of the day or end of the year profit numbers.

Project

Another word for the advertisement you're writing. It can also be called an 'assignment' or 'work.' Use whatever terms helps you to be most productive.

Promotion

The word used throughout this course for an advertisement. It comes from the verb 'to promote' – because you're essentially exposing as many qualified buyers to your product or service as possible. You're getting the word out, and closing sales in the process.

Proof

The process by which you back up and support the claims you make in your promotion. Advertising is much like making an argument. It's one thing to claim something is true that supports your case … but where's your evidence? Why should the other person believe what you're saying is true? To win an argument, you need proof for each key point. That's your evidence, and to the extent that you can prove desirable promises in your sales copy – the more successful you'll be. Copywriting legend Gary Bencivenga believes proof is the single most significant factor in increasing response, given how skeptical prospects have become these days. Read his bullets (www.bencivengabullets.com) and you'll find wonderful accounts of the power of proof. Also, be sure to study Chapter 5 over and over again … because it's probably the most detailed breakdown of the topic available today. For more info, see also 'Credibility.'

Prospect

The term we use (and probably overuse!) for the best candidates for our product or service. To be considered a prospect for your promotion, a person must match certain criteria – most notably psychographic data regarding what he believes, what he desires, how he feels and more. That's because, more than anything else,

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these desires dictate how willing he'll be to respond to your offer.

Knowing your prospect which can take days or sometimes years, is one of the single most important things you can do. Few things will play a greater role in your success. That's because direct response advertising is fundamentally a personal process. Ads are written from one person to another – in stark contrast to the impersonal 'Institutional Advertising' that plagues so much of the world today.

But to pull off this person-to-person approach to advertising, you must know who you're talking to. The better you know the person you're having that conversation with, the more accurate and persuasive you're going to be. This is why Clayton puts such a huge influence on knowing the prospect – it makes everything else you do easier and more effective. See Chapters 2 and 4 for much more on this topic.

Psychographics

While demographics describe objective facts about customers such as age, educational level, marital status, etc., psychographics describe preferences, interests, hobbies, and buying patterns.

Purge

The process of removing duplicates and other unwanted names and addresses from a list or lists.

Qualified prospect

This refers to someone who has demonstrated that they're an ideal candidate for your prospect or service. Some direct response companies use 'bait' – like having the prospect send in for a free report or gift – so that they know he's qualified. Once he's demonstrated that he's qualified (by taking action on his interest), it's easier to justify spending money to further him along in the sales process. For example, a TV commercial might advertise a free book for people looking to invest in real estate. Prospects can call and get it within days, all they have to do is pay the $2.95 for shipping and handling.

Of course, this company's goal is not to simply give away free books. It's real goal is to get people to come to a $2000 real estate seminar. They have a more

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elaborate promotional kit that's expensive for them to produce; as well as, live salespeople dedicated to closing prospects who are interested in attending the event. The goal of giving away the free book is to generate a solid list of highly qualified prospects – so that they waste as little time and money as possible sending kits and sales people after those who would never buy anyway. What makes those who respond to the book qualified? Well, first of all, the book is about the same subject as the seminar – is addressing the key problem facing the prospect, which in this case is the desire to make more money with less work, using real estate. Prospects who respond to this have displayed an interest that also makes them automatically interested in possibly attending the seminar.

Plus, having them pay for shipping can be a brilliant addition to this kind of strategy. And that's because people who pay for something – even if it's just a tiny fee – are much more serious about it. This helps weed out the people who'd never buy anything but love getting free stuff. And it makes those who respond better qualified for the offer to come.

There are other ways to look at the issue of qualification. For example, let's say that you've got an Internet marketing product that's designed to increase conversion on a website. And you've got a friend with a large list of prospects who've purchased a product on getting more traffic to their website.

Well, it doesn't take a genius to see that prospects who've bought something about getting more traffic are going to naturally be interested in converting that traffic into paid customers. Which means that list is *highly qualified* for your product.

Rate Card

This is a sheet where you list the fees and conditions for the various services that you offer. You may list your rates for writing direct mail promotions … web copy … e-mail campaigns … consulting … website makeovers … and anything else you offer. This should list what the client will be getting for the money he's spending, along with some basic info about time and availability.

Readability

If you want to enjoy maximum response, you need to make your promotion as 'readable' as possible. This means that it must be easy to read, the copy must

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flow smoothly and stay interesting. Another expression writers use for this same concept is 'slipperiness' – where the reader just easily glides through your promotion from beginning to end. Some of the factors that contribute to your copy having this quality are the graphic design (the layout, colors, font choice, margins and other design choices should all make your copy easier to read) … the quality of your sales argument (faulty reasoning will stop a reader in his tracks) … smooth transitions … good word choice … and a few other factors. These factors are covered in much more depth in Chapter 15 on Momentum.

"Reason Why" Advertising

This is a term popularized by David Ogilvy, and it refers to the advertising practice of systematically giving the prospect the most important reasons he should buy your product or service right now. This could include but is not limited to … reasons why the product will benefit him … reasons why it will solve his problems … reasons why he can believe what you're saying … reasons why you're different and superior to the other options he has access to … reasons why he needs to act immediately … and more. This foundational practice is key to your success, and a more advanced version of it is covered in Chapter 8.

Recency

The latest recorded information about a company or customer on a customer list, in relation to purchasing or other recorded activity.

Relationship

One of the most overlooked principles in direct marketing, the relationship you have with prospects can literally make or break your success. You see, buying something entails risk and involves a certain level of trust. This is especially true with direct response marketing, because you're selling products sight unseen. It requires a leap of faith on the prospect's part.

But when you establish a positive ongoing relationship with your prospect – often times by bringing him immediate, FREE value … being an advocate and watchdog for his best interests … showing you're similar to him … and staying

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in contact … an intimate relationship develops that makes the selling process dramatically easier.

This is one of the chief benefits of marketing on the Internet these days. With little or no cost to contact prospects, you can build a relationship with your prospects. Clayton and others have done it via a free e-zine, delivering exceptional value for free … and then transitioned into selling products. Other marketers do it via their blogs and extended product launches. However you accomplish this, the point is that there's no stopping you or your clients from figuring out ways to deliver amazing value to your target group of prospects, and then creating paid products that help take them to the next level.

All this is made possible by the power of relationship.

Relatability

This is a word we coined for how well a prospect can relate to your sales message – specifically, your Big Selling Idea. That means that the idea you convey must be something the prospect can quickly and easily relate to. An example is the one we give in Chapter 6, where the savvy advertisers for Total® Cereal were smart enough to make the claim that it took 25 bowls of competitive cereals to get the nutrition found in one bowl of Total®. You see, it's difficult for people to relate to dry statistics, but when you bring one to life by making it concrete and tangible – people can all of the sudden relate to it. That's what the term 'relatability' means.

Relevance

A powerful and underused term in marketing, this is the idea that your research of your prospect and market should always be relevant. In other words, your prospect has a million and one desires … thoughts … beliefs … feelings … and behaviors.

But only a handful of them are actually relevant to your goals in writing a winning promotion. And there's really only one way to judge relevance: The extent to which that factor you're studying influences the prospect's likelihood to act on your offer. That's one of the reasons why Clayton's Dominant Resident Emotion practice (see Chapter 10) is so powerful. Because it taps into the prospect's

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strongest possible emotion related to the subject at hand, it's the most relevant factor in his buying decision.

The more you understand your subject matter, and the better you get to know the prospect, the more you'll naturally laser in on his most relevant thoughts, beliefs, emotions and behaviors.

Renewal

A subscription that has been renewed prior to it expiring or within six months after that date.

Report

See Special Report.

Research

The process of gathering relevant data and information in order to better sell your products or services. Chapter 2 teaches you how to study your product, prospect and market extensively. But the research process certainly doesn't end there! You'll be gathering information all throughout your writing process – your proof elements, points for your argument, and much more. In fact, any time you run into a wall and feel like you need an additional fact … a better benefit … an improved bonding element … or anything else, you're going to jump back into the 'gathering' process until you find what you need.

General Douglass McArthur once said that "An old soldier never dies, he just fades away." Well the same could be said about research. You never really stop doing it, it just fades into the background as you complete and finalize your promotion.

Response

One of the most frequently used terms in direct marketing, 'response' refers to the percentage of prospects who respond to your ad. While there are complicated ways to analyze and calculate response (based on delivery info, and other factors) – the simplest way is to just look at the volume of promotions that went out versus the orders that came in. In other words, if you mail 1,000,000 pieces of a magalog, and 40,000 respond – that's a 4% response. Believe it or not, that's insanely high. When Clayton's famous promotions for *Health & Healing* first

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mailed, they were getting a 4% response. This is what allowed them to mail close to 90 million pieces of his promotion.

There will be times when you can't necessarily calibrate response in terms of a percentage. Think of a direct response space ad in a magazine. There's no way to tell exactly how many people actually see the ad or read it. Sure, you might be able to get a sense of circulation but that's a fuzzy number at best. But what you can do is measure the number of responses you get from running a specific version of an ad. And then, you can run an alternate version. The version that pulls in the most responses for the cost that you paid is the winner, and the one that you keep running.

And that's the whole point. This is not an exercise in mathematics or ego. Rather, the response number is just one of the most reliable ways to judge whether to continue running an ad or not.

Response Rate

Number of responses received as a percentage of the total number of advertising impressions or pieces mailed.

Rerturn On Investment (ROI)

Total net profit of a promotion divided by the cost of the promotion. An ROI of 100% indicates that the mailer broke even.

RFA

Acronym for Recency, Frequency and Amount. RFA codes are used to select small groups of buyers on a larger file. A marketer may choose, for example to mail only to customers who have bought within the last 90 days (Recency), have bought three times in the last year (Frequency) and who have spent a certain amount of money with the company or on each sale (Amount).

Roll out

When a direct mail package works successfully, it is continually mailed out in larger quantities to qualified lists. This process of mailing larger and larger quantities is called 'rolling out.'

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Royalties

Because copywriters are essentially salespeople in print, they are incentivized for selling more and more product. These incentives are called royalties. Typically, a writer will receive an advance payment that counts against future royalties. The writer gets paid royalties to the extent that his promotion is successful. The higher the response on the promotion – or the higher the average unit of sale – the more the client is able to mail or run the promotion and the more money he makes. Thus the writer gets paid more in royalties.

In direct mail, the typical structure for a top writer is a $25,000 advance that goes against a royalty of 3-5 cents per piece mailed. The difference in the royalty is often based on the size of the universe. For example, some of Clayton's most successful health promotions had a massive universe to roll out to – it's why they were able to mail 90 million pieces of his various *Health & Healing* promotions. Because of the large universe, he received 3 cents for every piece mailed. But in financial promotions, the universe is smaller so the typical royalty is 5 cents per piece mailed.

On the Internet royalties work a little differently. Typically, the copywriter will get a fee – which is often a little less since the writing time is shorter than writing a direct mail promotion. Then that fee will go against a royalty of about 10% of net sales.

Running Text

This is another word for the body copy of your advertisement. It's the text from the lead all the way to the close, and does not include sidebars. It's called 'running' because it runs from the beginning of your promotion all the way to the end.

ROI

Stands for return on investment. In direct response – and especially in direct mail – the ROI of a promotion is one of the most absolutely critical numbers. This represents the percentage of the campaign's cost that is recovered by sales that result from it, or more simply, the profit-building power of the campaign. The ROI can be calculated by subtracting the campaign cost from the profit from sales

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that resulted from the campaign, then dividing by the campaign cost.

For example, pretend that a campaign with advertising costs of $10,000 generates $30,000 in total sales. Let's also say that the product itself costs $8,000. The total cost would be $18,000 and profit from these sales might be $12,000 (subtracting both the advertising and product costs). The campaign profit is thus $12,000 - $10,000 = $2,000. The ROI is thus $2,000 / $10,000 = 20%.

Calculating the ROI provides a way to compare different direct marketing campaigns or to compare a DM campaign with other marketing efforts. The higher the ROI, the more effective that campaign or technique is for generating profit.

Safe Money Report

This is the newsletter publication written by Dr. Martin Weiss, Ph.D. that Clayton helped explode in the late 90s and early 2000s. *The Safe Money Report* was Weiss Research's (the name of Dr. Weiss' company) front-end vehicle for acquiring new customers – and as a direct result of Clayton's guidance and promotions, became the #1 selling $99 investment letter in the country. This allowed them to make a fortune selling high-end investment services ranging from $1,000 … all the way up to $25,000.

Sales

Whenever someone spends money with you, it's considered a sale. Often you'll hear direct marketers talk about "growing your sales and profits" and in that sense, 'sales' is another word for 'revenue' or total sales. You'll also often hear writers and marketers use expressions like, "as a result of this program, you'll make many more sales." In this sense, the word 'sales' just means orders. See 'Salesmanship In Print' for more.

Sales Argument

The series of points you make in your sales copy, with the goal of persuading your prospect to buy. For example, in your research process you may discover that there are six main reasons why your prospect should buy your anti-cancer supplement product. Those reasons might be something like this:

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1. Studies from Harvard show that selenium is the chief nutrient responsible for cancer prevention. People with an abundance of selenium in their system are 80% less likely to contract cancer.
2. The problem is that selenium is completely deficient from US food supply. You can't get it in your daily diet.
3. The problem is further complicated by the fact that most selenium supplements are useless – too large for your body to absorb.
4. But a revolutionary new technology has created a new type of selenium supplement that's 100% absorbable by your body.
5. That means you can reverse your selenium deficiency in a matter of minutes.
6. Bottom line: You can help prevent cancer simply by taking this revolutionary new selenium supplement!

See, this is a logical argument that helps you make the sale. Hence the term, "Sales Argument." Chapter 8 shows you exactly how to do this in meticulous detail.

Salesmanship In Print

When John E. Kennedy was asked the question, "What is advertising?" His response was simple: "Salesmanship in print." Kennedy's meaning was simple. The only purpose of advertising was to sell goods. With that purpose in mind, the ad should do everything a good salesman would do in person. It should stimulate the prospect's interest … get him excited about those benefits … make everything believable … and then motivate him to take action.

This simple expression cuts right to the heart of direct response advertising. For more on the story of John E. Kennedy and the history of direct response marketing, see the bonus prior to this glossary.

Sales Pitch

An expression that's used in reference to the sales argument of your copy. This term is usually used less formally, it's almost "slang" for what master copywriters and salespeople do naturally when selling a product.

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Seed

A name inserted deliberately into a list to monitor list usage. See also "dummy"

Self-Mailer

Any promotion that is mailed without a carrier envelope.

Selling Voice

If you're a copywriter, you'll need to develop a "voice" – a specific tone and style – that you use in your sales copy to sell a product. This is called a "selling voice" because it's very different than the voice used in other forms of writing. Yes, it needs to be friendly and personal – but it also needs to be extremely "you oriented" and focused on the benefits awaiting the prospect. It takes time to develop your own unique selling voice – with the tone and style it takes to persuade prospects who read your copy. But it's worth it. Chapter 21 gives you three very powerful strategies for finding your own unique selling voice.

Scanner

This is the term for the kind of person who doesn't really read the copy word-for-word, rather he scans over it looking for a main idea, the price, the offer or anything that interests him. Scanners tend to have shorter attention spans, and because they invest less in the reading process, are often more difficult to turn into actual buyers. It is for that reason that much of the material in this course is designed to bring scanners more deeply into the copy.

Service

Used most often in the expression "product or service" – this usually refers to the process of selling something other than a physical product. Some examples of services are consultations, cleaning, evaluations, lawyer work, doctor visits and much more. Pretty much anything you do for the prospect would be considered a service. The beauty is that the secrets revealed in this course sell services every bit as well as products.

Sidebars

Sidebars are the little blocks of text that you so often see in magalogs and Internet

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landing pages. The purpose of a sidebar is to present copy that's entirely distinct from the 'running text' of a promotion. Sidebars allow you to present benefits, proof elements, testimonials and 'calls to action' that don't quite fit into your running text, yet are vital to your success. Sidebars also allow you to support and reinforce key elements of your running text, at exactly the right time.

Sophistication

The more 'mature' a prospect and overall market is, the more 'sophisticated' it's considered to be. The term really refers to the level of exposure the prospect and market has received to advertisements for products like yours. And it makes sense when you think about it: Someone who's seen little or no advertising for products about health supplements is going to be much more naïve, trusting and less skeptical than the person who's been exposed to countless advertisements for those kinds of products.

It's just common sense. When you're repeatedly promised something, over and over again, you see that many of those promises don't hold up. Also, you see that while everyone is claiming to be unique, they're all essentially saying the same thing. So who do you believe? This process forces you to become much more discerning about what you believe and who you trust … you tend to "read between the lines" much more than unsophisticated prospects … and, consequently, it becomes much more challenging to reach this kind of prospect.

Knowing this, it's easy to see why you MUST address the sophistication of your prospect in every piece of copy you write. Otherwise, you won't be speaking to him in a meaningful way, and you'll be dismissed in a matter of seconds.

Space Ad

This refers to a shorter type of direct response print ad that is placed in newspapers, magazines, and other print publications. The 'space' aspect of the name comes from the fact that these ads are often priced and sold on the basis of the space they take up on the page – the bigger the ad in the magazine or newspaper, the more expensive it is. The process you're learning in this course applies very effectively to Space Ads, except that you'll have to condense your

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copy much more than you would on the Web or direct mail. The key is really doing as much as you can, with the space that you have available. Since this is almost always going to vary, you'll need to simply adapt what you're learning here, including only the most essential benefits, proof and other elements into your final copy.

Special Report

This is a document that's absolutely critical to the success in creating and selling information products. Special reports are compilations of valuable free information – specifically tailored to solve a problem, and provide immediate benefit to the prospect. Here are some examples of some special reports: In the financial market, *The Beginner's (and Expert's) Guide to Safe & Simple Overseas Investing* … in the health market, *How to De-Plaque Your Arteries* … for financial opportunity seekers, *How to Get Free Money to Quit Your Job* … for Internet marketers, *The Internet Business Manifesto* (why most Internet entrepreneurs fail, and how to thrive online while working less) … the possibilities are endless.

Special reports can be used in many, many ways. Online, they're often used to entice the prospect into opting into the e-mail list, which then allows the marketer to develop a relationship and sell the products via e-mail. They may also be used as value-added free gifts and premiums, which sweeten the appeal and overall value of the offer. This is how they're used in direct mail, and as you go through the many examples in this course, you'll see up to ten special reports given away free on a single offer. The cool thing about these reports is that they can be easily changed according to the prospect and the times, so that they stay current and address his most pressing problems.

You see this most often in the financial market, where topical events are constantly causing shifts in the market, prospect psychology and everything else. For example, financial newsletters change every single month and it's difficult to sell the information inside the newsletter itself. But when you offer highly compelling special reports that show the prospect how to get rich – this information can be sold effectively. In this sense, the special reports become the stars of these newsletter promotions.

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Split Test

Representative samples from the same list, used for package tests, or to test homogeneity of the list.

Spokesperson

This is the person who stands behind the product or service. Often times, it's either the founder of the company, or someone brought on board to be the face. A mainstream example of a spokesperson is Michael Jordan for Gatorade. In direct response, celebrities are rarely used as spokespeople. One exception is Vanessa Williams, the face for the direct response giant, Proactiv.

The role of a spokesperson is several-fold: 1) to bond with the prospect, by making the advertising message more fun and likeable … 2) to lend credibility to the product, company and overall offer – through the stature and expertise the spokesperson has developed in the related field … 3) to humanize the sales copy, making it come from a passionate advocate rather than a faceless corporation.

Having a powerful, likeable, trustworthy expert in place as your spokesperson makes your sales copy much stronger because then it's written from one person to another – and we're hardwired to respond better to this form of communication.

The process of finding the right spokesperson is often critical to the success of a direct response company. If the owner of the company – or the creator of the product – is not ideally suited for this role (either he's boring, unqualified, ugly or unfitting in another way), then you need to seek out a qualified face. Again, the criteria is simple: 1) as highly qualified/renowned as possible … 2) as likeable and charismatic a personality as possible … 3) good looks never hurt (because, according to Dr. Cialdini, good looking people are more persuasive) … and 4) a passion for the subject matter.

Spread

In direct response, this term most often refers to the two pages running together in a magalog or bookalog. For example, if the cover of a magalog is page 1, then pages 2 and 3 would be a single spread. Sometimes, it's helpful to think of the spread because you can stretch your headline across the top of a spread.

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Squeeze Page

This is a webpage that's entirely dedicated to capturing a visitor's name and e-mail address. This is what allows direct response marketers to build a list on the Internet … develop a relationship with that list … and then sell products and services to the prospects on that list.

There are a variety of ways to structure a squeeze page, and your success at capturing e-mails will depend on your market and prospect. For example, in some markets – just offering an e-newsletter and some free information on the next page will be enough. This is the kind of page the Internet marketing superstar Eben Pagan popularized through his *Double Your Dating* business. Here's one version of the copy he's used:

"You're About To Learn Secrets That Most Men Will Never Know About Women..."

Inside you'll learn...

- "The Kiss Test" - How to tell if she's ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use "secret" body language to keep a woman's attention.
- How to approach a new woman that you'd like to meet - and exactly what to say to start a conversation without "pick up lines".
- Fun places to take women that are FREE - no paying for expensive dates...
- And you'll also get a FREE trial-subscription to David DeAngelo's exclusive Dating Secrets e-Letter...
- Just use your first name and valid email as your password - then click the "Free Instant Access!" button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

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For Eben, this approach has been the optimum way to capture quality names and e-mails. But in many markets, simply offering a newsletter and some free information is not enough. It all depends on how competitive and sophisticated the market is, and what the prospect coming to the page will see as 'valuable.' For example, it's difficult to acquire quality names in the financial market without delivering more tangible value to the prospect – whether it's via an in-depth special report … a money-making video about the hottest new investments … and so on.

That brings up a key point about squeeze pages overall. Many marketers think from a very minimalist point of view. In other words, they think, "What's the very least I can give away in order to capture my prospect's e-mail?" But this is short-sighted and only leads to mediocre results in the long run. You see, top marketers look at their squeeze pages and think, *"HOW MUCH can I give away to assure the maximum number of opt-ins?"*

And the beauty is that you can split-test. Just like you would with your sales copy, testing to see what kind of offer you make on your squeeze page(s) leads to highest overall response.

Finally, know that writing squeeze pages is easy, once you progress through the material in this course. Just like sales copy, they're about grabbing the prospect's attention with the headline … promising and proving desirable benefits … teasing him about what's to come (using 'blind bullets') … and then calling him to act, by giving up his name and e-mail.

Statement Stuffer

Printed piece inserted in an envelope carrying a customer's statement of account.

Step Up

Special premiums used to get a mail order buyer to increase his unit of purchase.

Strategy

Strategy is the backbone of your marketing efforts, the overriding plan of attack that guides everything you do. Different from a 'tactic' or 'technique' – which is a

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specific action you take in order to increase the results you're getting – 'strategy' is the higher level vision, the 1,000-foot view.

Understanding and being able to operate on a strategic level is absolutely critical to your success, because no 'tactic' will work in the long run – unless guided by the proper strategy.

For example, let's say that you're offering an energy supplement. Your overall Web strategy might be multi-faceted: You position your product as completely different than anyone else in your market (it's the only product that gives you an instant, yet – long-lasting surge of energy, and is recommended by doctors and medical journals) … you offer a highly valuable free report on the dangers of caffeine and the revolutionary new alternative (which pre-sells the idea of your product to visitors of your website) – to get it visitors have to give up their name and e-mail … once they're on your list, you begin to communicate with them about the benefits of your product and the amazing success stories of people who've given up coffee, transforming their health and feeling better than ever … and your ultimate goal is to use these e-mails to sell the prospect on signing up for monthly auto-ship of your product. This allows you to get maximum value from your customers, and automates your revenues and profits.

This overall plan of taking a visitor from arriving to your site, all the way to becoming a highly valuable customer – is one example of strategy. The specific things you do along the way – the e-mail copy, the product landing page, and so on – these are all 'tactical.'

To get better at strategy, you need to often step back and study entire marketing campaigns … the competitive landscape (including the 'positioning' of various products/companies in the market) … and then you need to actively think about what strategy is optimum for the product, service or company that you're helping to market.

Subhead

The little bolded sentences you see, usually every 4-8 paragraphs. The purpose of subheads is fourfold: 1) To give the prospect "eye-relief," because reading large blocks of text without a subhead can be intimidating and straining … 2) To catch a 'scanner's' attention and bring him back down into the copy (this is why your

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subheads should be intriguing and benefit-oriented … more on this in a second) … 3) To help the reader mentally categorize the various sections of the copy and make more sense of it … 4) When done properly, to increase the tempo and impact of your copy – increasing the likelihood that he'll read to the end.

Good subheads typically (though not always) contain a benefit and an element of intrigue. And in that sense, they're very much like the process of writing 'blind bullets.' That's why world-class bullet writers, like Parris Lampropoulos, also write incredibly strong subheads. Here are some from one of Parris' controls:

Doctor's Secret #1: The Cold and Flu Remedy That Fights Cancer

Doctor's Secret #2: The Unusual Pain Remedy That Works Faster Than Aspirin

Doctor's Secret #3: The "Magic Beverage" That May Clear Clogged Arteries

Notice how these all contain a benefit, but the benefit's worded in an intriguing way that you simply have to know more. And to find out more, you simply must dive into the text that follows the subhead. The more you do this, the more your prospect reads and the more likely he is to buy your product. See Chapters 9 and 10 for more advanced advice on making this process work.

Success Rate

See Track Record

Supplements

The word used to collectively refer to vitamins, minerals, and any other nutritional-based product. Nutritional supplements are so often sold via direct response because a complete argument can be made for the product. This is especially critical with so many different supplement products available on the market. Using long copy, you can show … all the benefits of your product … what makes it unique and different … prove everything extensively … make a compelling offer, with added bonus value … and then urge your prospect to act now.

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Swipe File

This is the collection of winning promotions that copywriters keep on hand, with the goal of 'borrowing' from them. A good swipe file is priceless, if you know how to use it correctly, because it enables you to … "stand on the shoulders of giants" – learning from the very best writers throughout history … quickly generate new ideas, based on what's worked best in other markets … cut your writing time down significantly … understand each component of the copywriting process in much greater detail … and much more.

In fact, a good swipe file is so powerful – it's virtually the only thing that great writers like Gary Bencivenga and Clayton had to go by as they were coming up the ranks. They would simply look at the winning promotions being mailed and then break down all the various elements … the headline … the benefits selected … the word choices … the offer that was being made … and so on. This created an interactive learning experience for them that was powerfully transformative.

Chapter 20 teaches you exactly how to break down and study your swipe file so that you can use it to dramatically improve your progress, results and income as a writer and marketer.

Swiping

The term used for when a copywriter 'borrows' the words from another winning promotion, changing them to suit his own needs. Headlines are probably the most commonly 'swiped' copywriting element. For example, many Internet copywriters have taken John Carlton's famous one-legged golfer headline:

> "Amazing Secret Discovered by One-Legged Golfer Adds 50 Yards to Your Drives … Eliminates Hooks and Slices … and Can Slash Up to 10 Strokes from Your Game Almost Overnight!"

And it might look something like this:

> "Amazing Secret Discovered By Google Outcast Puts Your Site on the First Page of Key Organic Searches … Reduces Your PPC Cost by 50% … and Sends Thousands of New Visitors to Your Website Almost Overnight!"

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See how the second headline is a simple substitution of the original one? That's one example of this process. And, this can work like this for many of the other elements of your promotion, whether it's your guarantee … your close … your order form … or anything else.

At its very best, however, the process of swiping copy is NOT simple substitution! It's about looking at what's working (or what has been working), then adapting what you learn in your own copywriting process. For example, if you see that certain benefits are resonating well within your market, you 'borrow' that benefit and use it in your copy. The same with winning themes, or sales arguments. This is one of the best ways to learn the process of copywriting – including learning the deeper secrets the top writers use – because it's highly interactive. For much more on making this process work, including how to use your swipe file as the ultimate advanced learning tool, see Chapter 20 of the course.

Tactical

Considered to be the flip of side of 'strategic' – the term 'tactical' refers to the ground level, nitty-gritty actions you take in order to improve your results. Examples of tactics might be upselling, referral strategies, testing, or other concrete steps you can take.

On a copywriting level, tactics may include specific things like bullet writing, guarantees, tweaking your body copy and that sort of thing. It's different than the big picture, overview that guides your overall promotion.

Tactics are absolutely vital to the success of a business and to the success of a copywriting promotion, but they must be guided by strategy. Most marketers focus all their efforts on tactics, because tactics are often easier to understand and much sexier, and often neglecting the strategic stuff.

Target

This term often refers to the ideal prospect or market that you seek out. A 'target prospect' is one who is well-qualified for your product or service, he's the person you want your marketing efforts and sales copy to reach. Also, you'll often hear the term 'target market' used to refer to the ideal group of prospects to go after.

For example, these are some of the first things you want to ask yourself as a

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copywriter, "What's my target market? Who is my target prospect?" The more accurately and specifically you can answer these questions – based on the research you've done about your product or service – the better you'll be able to guide your writing process. Remember, effective copy is not about being showy, entertaining or exciting. It's about accuracy – matching what you promise and prove up with exactly what your prospect and market is looking for. The closer you get to a bullseye in this area, the more successful you'll be.

Teaser Copy

This is very related to the process of bullet writing, it's just that teaser copy is usually a little longer. Used extensively in the process of information products, this process is about building up the value of your information WITHOUT revealing the secret.

Every top copywriter has mastered this process – and here's the example:

> But now they're pointless. Because Dr. Wright has found a common substance that blows the drugs away. In fact, when independent researchers tested it against costly statin drugs like prevastatin (Prevachol), lovastatin (Mechavor), simvastatin …
>
> It proved seven times better …
>
> While statin drugs simply cut cholesterol, clinical studies now confirm that Dr. Wright's discovery can …
>
> 1. Slash LDL cholesterol by a whopping 25% …
> 2. Cut TOTAL cholesterol as much as 17% …
> 3. Yet raise "good" HDL cholesterol by over 29% …
> 4. Reduce dangerous TRYGLYCERIDES up to 16% …
> 5. Lower both systolic and diastolic BLOOD PRESSURE …
> 6. Slash the risk of deadly BLOOD CLOTS, without any need for aspirin …
> 7. All without blocking your CoQ10 …
>
> Getting the picture? A tiny dose of just 15 mg a day …

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Gives your entire circulatory system A NEW LEASE ON LIFE

So what is this awesome new powerhouse? Some ultra-risky drug that still needs years of testing and tinkering? Something we'll have to pay hundreds of dollars for, when it finally appears?

Not at all! This new wonder is made from nothing more dangerous than …

SUGAR CANE EXTRACT

And it's not even the sugar component, but the part we've been throwing away!

In fact, this extract has practically zero carbohydrate content. It's so harmless that even type II diabetics can use it without raising their blood sugar. And when scientists tested it for any other bad side effects …

It proved even safer than the placebo!

It's available right now, at low cost and without a prescription. And there's even more good news about this lifesaving discovery, as you'll learn in your FREE BONUS *Library of Food and Vitamin Cures.*

Notice how this copy builds up the benefit and value of the discovery, yet does not reveal exactly what it is. This "teases" the prospect into wanting to know the answer, and increases his desire for the product.

Good teaser copy always … a) builds up the value and benefit of what the prospect will be getting … b) makes it seem mysterious and exciting … c) proves what it will do … and d) ties it into the end product that he will receive when he responds.

Techniques

Much like the word 'tactic,' this term refers to any specific thing you can do to increase the overall performance and impact of your marketing and sales copy. This course is literally filled with hundreds of techniques – techniques for writing better headlines, better leads, better bullets, closing copy and much more. Some

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are more powerful than others, depending on where you're at in the writing process.

Telemarketing

Using telecommunications in sales and marketing efforts.

Test Panel

A term used to identify each of the parts or samples in a split test.

Till Forbid

An order by a customer which is to continue until the customer advises you to stop. Till forbid can also be abbreviated to "TF"

Theme

This the guiding overall vision for your copy. In conjunction with your Big Selling Idea, your Theme directs your copy. Your theme determines what you say in your copy … how you structure it … how you build up your problem and present the solution … and much more.

Most beginning copywriters spend very little time thinking about their theme, while advanced "A-list" copywriters spend a significant amount of their process on the theme. In fact, most top writers conduct their research with the hope of discovering the blockbuster Big Selling Idea and theme – and do not write a single word of copy until they've uncovered it.

Chapter 6 teaches you exactly how to find the Big Selling Idea for your copy, and Chapter 7 teaches you the best thematic approaches for showcasing that idea.

Token

An involvement device, usually a removable sticker or perforated order card. Prospects are directed to move the token from its original location in the promotion to the order device to signify they want to buy.

Topical

Topicality is a very important consideration when you're designing a promotion. You see, whatever's in the news – especially news that affects your market – is

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almost certain to affect your prospect's psychology and desires.

In the financial market, topicality is everything. Prospects are constantly watching the news … reading the *Wall Street Journal* … checking financial websites … and in order to meet them psychologically, you need to know what they're thinking and feeling about.

Whatever market you're writing copy in, the key is to find out what kind of events … trends … people … and concerns are affecting your prospects. What kind of conversations are your prospects having … what are they thinking about? The more you can get in touch with them and the events that are impacting their ability to make a purchase decision, the better off you'll be.

Track Record

This is the documented record of performance experienced by you, your editor, your spokesperson or your company. Though it's most often used in the financial markets (referencing the advisor's performance in selecting winning stocks) … track records can be used in the health market (a doctor's record at curing patients) … the marketing arena (a consultant's record of performance in helping companies) … and many other industries.

Track records are one of the strongest forms of credibility – if you can make it well-documented and specific, because it tells your prospect the realistic probability of success. For example, if you're a consultant who's produced a significant profit for over 90% of your clients, that tells the prospect there's a VERY good chance he'll make more money with you.

In order to effectively tap into the power of a track record, you (or your client) MUST carefully document what measure of success you're using – whether it's customer satisfaction … profits … health recoveries … or anything else. This requires a system of monitoring success so that you can use it in your promotions.

For more about track records, see Chapter 5 on Proof and Credibility.

Trust

Trust is a big part of the selling process. People tend to buy from people they trust. And there are a variety of ways to enhance the relationship you have with prospects, including their overall level of trust with you.

Some of them can include … showing that you're similar … being vulnerable and

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showing weakness … displaying genuine care and empathy for them and their problems … giving them value BEFORE asking them to buy anything … and much more. Chapter 21 gives you a very in-depth look at the process of becoming friends with your prospect, and how it builds trust.

It's also crucial to consider the trustworthiness of your spokesperson – making sure you have the *right* face standing behind your product or service. People need to identify with the person they're following, and the more they do this, the more they'll buy. In certain markets, like with doctors selling supplements, prospects can develop such trust that they will buy almost any product the doctor offers. They trust his advice over all others.

Two Young Men Promotion

This is the famous *Wall Street Journal* promotion, considered by many to be the most successful advertisement of all time. It's estimated that this one piece of copy has generated over a billion dollars in sales.

Ultimate Outcome

This is a term sometimes used for the optimum picture and result your prospect wants to experience. For example, the great Gary Halbert used to say that the overweight prospect just wanted to pop a pill … sit on the couch and watch TV … and then wake up slim in the morning. This is the ultimate outcome, and the closer you can come to promising and proving this for the prospect – the more excited he'll be.

The key is NOT over-promising or misleading him in anyway, just because you know what he wants. Rather it's structuring your product or service in a way that it actually delivers the ultimate outcome he's looking for. This way, you can promise it in your copy in a believable and honest way.

Understanding

The process of *understanding* – whether it's your prospect, your market, your product or company – all this is absolutely essential to your success. This course gives you a variety of tips for understanding these essentials – and the bottom line is that you must study. The more you immerse yourself in any one factor involved in your promotion, the better you're going to understand it.

Uniqueness

This idea is absolutely fundamental to advertising. If you can't make your product or

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service come across as unique, the prospect will not buy. It has no value to him and he simply moves on.

A big part of making the "uniqueness sale" is studying your competition. The better you understand what your competition is promising your prospect, the easier it will be for you to figure out where you differ. And then you can showcase what makes your product different in the copy.

With this process being so fundamental to advertising success, it's shocking to see so many promotions emphasizing no uniqueness whatsoever. And whenever you see that, you can tell that the writer/marketer got lazy with his research. They just rushed through the process … unaware of the competition or market … assumed what they were saying was unique … and then bombed.

By following the many secrets presented throughout this course – especially Chapter 2 on research – you're sure to avoid this problem and create the highest possible sense of uniqueness.

Upsell

The act of asking the prospect to buy something else – at the point of purchase. The reasoning behind the upsell process is that he's hot for your product … he trusts … he's got his wallet out and is in "full buying mode" … so why not ask him to get something else. Even though many prospects say no, a good percentage will often say yes. Especially if you offer them something valuable, appealing and highly complimentary to whatever they just purchased.

USP

Stands for Unique Selling Proposition. This is the condensed explanation for why you're different and superior to the competition. It showcases the unique advantages or benefits that you offer your prospect, in a concentrated compelling way.

Some of the best early examples of the USP came from Claude Hopkins. He helped pioneer the tactic of using long copy to position his products as unique and therefore better than the competition. His famous campaigns for Schlitz Beer, Van Camp's Pork & Beans, Pepsodent Toothpaste and others are all legendary examples of finding out what was unique about a product (or at least what

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competitors weren't saying), and then selling the hell out of that uniqueness.

In *Reality in Advertising*, advertising legend Rosser Reeves says the Unique Selling Proposition is, "the hidden secret of the most successful advertising campaigns ever written."

Here's more, in Reeves' own words:

> "U.S.P. is a precise term, and it deserves a precise definition …
>
> 1. Each advertisement must make a proposition to the consumer. Not just words, not just product puffery, not just show-window advertising. Each advertisement must say to each reader: 'Buy this product, and you will get this specific benefit …'
>
> 2. The proposition must be one that the competition either cannot, or does not, offer. It must be unique – either a uniqueness of the brand or a claim not otherwise made in that particular field of advertising.
>
> One might assume that a unique proposition, in itself, would be a strong theoretical base for an advertisement. However, there are thousands of unique propositions that do not sell. Witness, a famous toothpaste once advertised: 'It comes out like a ribbon and lies flat on your brush.' This was a proposition, and it was unique. However, it did not move the public, because it apparently was not of importance to them. So we come to the third part:
>
> 3. The proposition must be so strong that it can move the mass millions, i.e. pull over new customers to your product."

One way to come up with a USP is to take the top 1-3 unique benefits you offer your prospect … add a credibility element … and then put them into a single statement. Then you can add a hook, or attention-grabber. One very famous example is John Carlton's one-legged golfer headline that we've already discussed in this glossary:

> Amazing Secret Discovered by One-Legged Golfer Adds Up to 50 Yards to Your Drives … Eliminates Hooks and Slices … And

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Can Slash Up to 10 Strokes from Your Game Almost Overnight!

That's the USP for the product – three unique benefits … a proof element (specificity) … and then a hook (one-legged golfer).

Even if you choose not to explicitly use your USP in the promotion you're writing (many writers don't), it's an excellent way to get clear about what separates you from others. If you cannot write one, it's a good sign you need to work and study harder to differentiate your product or service.

Value

One of the most overlooked principles in advertising: your success in selling the value of your product or service is everything. The prospect must feel he's getting adequate value for his money – meaning the impact your product's benefits have on his life well exceeds the cost.

Infomercials are often exceptional at convincing the prospect of the value they're offering. For example, they'll present the prospect with a supersonic blender that replaces all kinds of other appliances … is high powered … saves the prospect time … gives them a whole new world of food prep options … and then costs less than anything available in stores. On top of that, they often offer the prospect a second one absolutely free – along with 1-2 valuable bonuses.

So much value is being offered for the price, the prospect feels like an idiot if he doesn't order. You want to do the same in your advertising. Sometimes it's a matter of emphasizing the right benefits … other times you might need to bolster the offer and bonuses. Both are great ways to ratchet up the perceived value of your product or service.

Another thing to remember is that value doesn't just apply to your product or your sales copy. Some of the biggest breakthroughs in response – both online and off – have occurred when the advertiser figured out a way to make his marketing efforts more valuable to the prospect.

For example, the magalog differed from the sales letter in that it offered useful information that was of value to the prospect. On top of that, it simply appeared to be more valuable. And as a result, more prospects read them and responded.

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Same with e-mails and product launches. The more that marketers have found ways to include valuable info in the process of sending them out, the better the response has generally been.

So as you prepare to write your copy or design your marketing campaign, think long and hard about how you can make it valuable to your prospect. The more successful you are, the more your copy will be read – and, quite often, the higher the response will be.

Value Sale

The 'Value Sale' is the term Clayton coined for the process of building up the perceived value of your product or service. You see, whenever the prospect is considering buying something, he must be convinced of its value. And he must be convinced that it has greater value than the other options he has in that same product category and price range.

In many ways, making the value sale depends on the degree of the benefit you can convince your prospect your product will have for him. The higher the perceived value of your product or service, the more you can charge.

For example, if you're an investment advisor and you can convince your prospect that he's virtually guaranteed to make another $100,000 this year from using your new service … then you can easily justify a pricepoint of $5,000 … $10,000 … or more.

Which brings us to another point about making the value sale: *Cost justification*. That's the process whereby you make the price of your product seem pale in comparison to the value the prospect will be getting. You can usually notice this at a specific point in the sales letter, right after the price is revealed. For example, selling a course for $497 works out to only $1.36 a day – less than half the cost of a single cup of Starbucks coffee. "Would you trade the ability to make thousands of extra dollars every month, for only $1.36 day?" Statements like that are often made in the cost justification process.

The key is to make the value believable – and not sound patronizing. Dividing the price of a $19 e-book by 365 to figure out how much it'll cost per day just seems silly. So always compare it to something that's fitting for that market, price range,

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etc. For example, if your e-book is about dating, you compare it to the cost of a date. "For less than half the cost of a typical date, you can meet the woman of your dreams … blah … blah … blah." You get the point.

No matter what you say, your ultimate goal is to make your product seem so ridiculously cheap in comparison to what you're asking for it … the prospect would have to be insane to pass on the offer.

Virgin

As in Virgin Prospects or Virgin List. When a prospect or list has not yet been marketed to (or very little) then we often call them 'virgin.' Virgin prospects – by definition – are much less sophisticated and are easier to sell to. Your promises are going to be met with less skepticism – and the burden of proof when selling to them is much less.

One of the most famous examples of selling to a virgin list is a story Clayton loves to tell. Dr. Martin Weiss had built up a list of 40-50,000 subscribers to his newsletter. Although these prospects had made a small newsletter purchase, they had never been sold a high-end service (something that costs $1,000 or more).

Seeing a huge potential opportunity, Dan Rosenthal approached Martin Weiss with an idea for a $5,000 service. Dan knew the market well, and was convinced these virgin prospects would jump at the opportunity to make much more money. So they struck an agreement and Dan spent two weeks writing the copy. When they mailed it, they were looking at $10 million thirty days later. Dan earned a liberal percentage of these sales.

Such is the power of recognizing and then capitalizing on a virgin list and prospects.

Warm

The term 'warm' refers to how qualified and 'ready' a prospect is to buy. Warm prospects are typically those who already know and trust you … who've expressed interest in your product or service (or something very similar) … and who've taken steps to find out more about what you're offering.

For obvious reasons, warm prospects are always precious in your marketing efforts. The more warm prospects you can reach with your copy, the better the response will be.

Also, you can take specific steps to warm your prospects up! You don't have to be passive about the process. This is one of the big advantages of marketing online – you can give

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your prospects valuable free information – on your site, via e-mail, download and more – that warms him up to you. If you give him the right info and make the experience enjoyable, he will begin to like you and trust you. And if you wet his appetite for more – showing him how your materials will transform his life – he will become much more warm to your future offers.

White Mail

A response to a promotion, complaint, comment or other mail that does not contain a key code and therefore the test panel is not known.

Winner or Winning Promotion

This is the term used for successful copy. Not always synonymous with the word 'control' – this is usually used to describe a promotion that has done very well, and made lots of money by the clients standards. It goes without saying that the more winners you have under your belt, the more attractive you become to potential clients.

Winning Percentage

See also Track Record or Success Rate. This term is used to describe how often your copy becomes the control when it's tested against others. Not many writers keep a strict record of their winning percentage, but it's rumored that Gary Bencivenga's copy beat others about 7 out of 8 times. In other words, his winning percentage was approximately 85%. If your copy does start to get tested against other quality competition, it's a good idea to document how you do. That's because – should your numbers become impressive, you will have a very powerful selling tool when promoting yourself.

Writer's Block

When you want to write, but you can't think of anything to say – the feeling is often called 'writer's block.' Things just seem to be stuck and no matter how hard you try, it's difficult to get a flow going in terms of getting words out onto the page.

There are some writers who don't believe in writers block – guys like Gene Schwartz argued that writer's block is a myth and that you can train yourself to

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write automatically. Essentially, he was saying that if you experience this – there's a flaw in your process. More of this is discussed in Chapter 23.

Other writers have different strategies for making writer's block a non-issue. Carline Anglade-Cole often writes the technical elements of her copy first – the order form, the guarantee, etc … and this gets her into the flow of writing. Guys like John Carlton and Gary Halbert often began by writing tons of bullets, because this came easy and automatic for them.

A big advantage of this course is that it's built upon a proven system – one that takes you from one step to the next without any guesswork. And because it's a system, you just have to follow it and your copy will continually write itself until it's a polished shiny diamond of persuasion. Sure, there will be creativity involved at certain stages. But with the proper guidelines and procedures, you will find it easy to be creative. And writer's block will be a non-issue for you.

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